



Minorplanet

Cormar Carpets

Case Study

Cormar Carpets

Cormar Carpets is the largest tufted carpet manufacturer in the UK. With a fleet of 60 vehicles, based across 10 depots around the UK and Ireland, Cormar services more than 5000 customer locations.

Cormar investigated telematics systems in reaction to constant vehicle theft. Following recommendation from another Minorplanet customer, Cormar chose the VMI™ system and was immediately rewarded by reduced insurance premiums.

Craig Marshall, Logistics Manager at Cormar, joined the company just as the system was being implemented.

“The company policy was to be open and honest with the drivers about the system which, initially, met with some negative response”, explained Craig.

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Craig Marshall

“We reassured them that the system would be used only where necessary, where we felt there was a significant reason to do so.” Thanks to this open approach, the system is now accepted

as an integral part of the job, with drivers also referring to the system reports to validate their own claims.

The VMI™ system is used extensively to investigate driving events, including delivery discrepancies, road traffic incidents or Health & Safety issues. “At any given time”, continued Craig, “we can run a report to identify the location of a vehicle and whether it was stationary or moving, and can use this information to identify a problem or to defend a driver’s claims - it works both ways. This has helped us to resolve issues quickly and to improve our customer service..”

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The drivers work 24 hours, 7 days a week, including some overnight driving. Craig aims to reduce these hours and, based on current activity, he believes that the productivity of each vehicle could be increased by between 25% and 40% through using the VMI™ system.

Cormar uses the system's live tracking facility to see the location of any vehicle at any time, and analyses the system reports to find cost savings by reducing excessive idling times and optimising vehicle routes. "VMI gives us much greater control over our vehicle fleet", concludes Craig.