

CASE STUDY
REID STOCKFEEDS



BUSINESS SAVINGS

“DELIVERY IMPROVEMENTS HAVE HELPED US REDUCE DELIVERY FREIGHT COSTS FROM 7% TO 5% OF OUR TOTAL EXPENDITURE. THAT’S A SAVING OF \$880,000 P.A.”

Andrew Snowdon, Chief Financial Officer, Reid Stockfeeds

Reid Stockfeeds has been supplying mixed feed to Victoria’s dairy, poultry and pig farms for 25 years. The company now turns over \$44 million p.a. and is still growing. Reids recently ran a supply chain benchmarking exercise and discovered they were losing money on freight costs. After investigating several solutions, they settled on a Navman Wireless tracking solution from Telstra. Andrew Snowdon, CFO, is extremely happy with the results.





“NAVMAN WIRELESS FROM TELSTRA PROVIDES US WITH EXTREMELY VALUABLE DATA. WE’RE COMING CLOSER TO WORLD’S BEST PRACTICE FOR FREIGHT COSTS, SUPPORTING OUR DRIVERS AND KEEPING OUR CUSTOMER SERVICE PROMISES.”
 Andrew Snowdon, Chief Financial Officer, Reid Stockfeeds

THE BEST ROUTE INTO THE FUTURE

Try keeping on top of farms, feeds, trucks and loads

With some 800 individual farm customers, the team at Reid Stockfeeds needs to manage masses of small deliveries, from trucks that have different capacities and different abilities to deliver loads from their separate onboard compartments. It was never going to be easy.

“Our Production Manager wants to ensure that compartments are filled in the proper order so drivers don’t need to backtrack to get the correct feed to the correct farm,” explains CFO Andrew Snowdon.

“Navman Wireless from Telstra has helped us meet these goals because we have each farm plotted on the OnlineAVL2. By seeing where the farms are, we can fill each truck in order of delivery and send our drivers on the best route.”

Nothing beats being able to see the future as well as the past

With Navman Wireless from Telstra, staff at the mills can use OnlineAVL2 to monitor inbound trucks. As Snowdon tells it:

“There’s no more guesswork when it comes to deciding what feed to mix. Now we see a truck heading back to the mill and prepare the correct feed for that driver’s next delivery.

It’s helped us reduce delivery freight costs from seven to five per cent of our total income. If our turnover is \$44 million, that two percent equals a saving of \$880,000 p.a.”

The company’s using their Navman Wireless system from Telstra to record data like distances travelled, time taken, speeds, discharge times and more. It creates a very accurate picture of the whole supply chain. Andrew Snowdon recalls that it didn’t take long to catch on.

“At first our drivers were suspicious of the tracking devices,” he says, “but now they’re fine and appreciate that they don’t have to do runsheets anymore. No more trampled bits of paper, no more bad handwriting to read, everyone is happy.”

From strength to strength to strength

Reid Stockfeeds is built on customer service – and their promise to get feed to the customer’s farm any way they can. Having the Navman Wireless system from Telstra lets them go beyond reliability and be extremely precise as well. “We’ve had customers call to check an ETA and instead of calling the driver, we look on OnlineAVL2 and tell the customer exactly where the truck is,” says Snowdon.

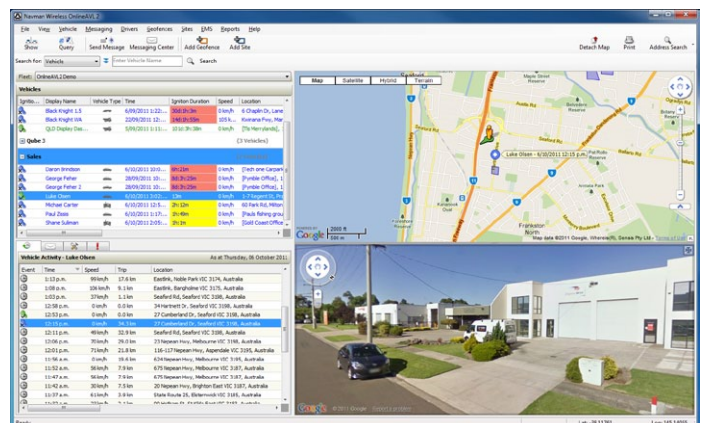
“If a customer questions whether we made a delivery, we can show them exactly when our truck arrived and left their farm.”

Plus, with every delivery address mapped on the OnlineAVL2, it’s easy for Reid Stockfeeds to spot customer concentrations and develop marketing strategies accordingly.

There’s also been another, unexpected benefit when it comes to fielding public complaints about Reid Stockfeeds driver behaviour. “Before we had tracking...we had to take the word of the caller,” Snowdon remembers. “Today, we can retrieve the driver’s speed for any particular time and relay this information. In every case, we’ve always been satisfied with our drivers and they appreciate the support.”

NAVMAN WIRELESS SOLUTION FROM TELSTRA IS BRINGING REID STOCKFEEDS:

- A 28% reduction in overall freight costs, worth around \$880,000 p.a.
- Better delivery efficiency
- Automated runsheets and fewer driver discrepancies
- Improved customer service



© Registered trade mark of Telstra Corporation Limited. ABN 33 051 775 556.

VISIT YOUR TELSTRA STORE OR PARTNER
telstra.com/business/navman

