



# Tarmac builds customer experience with innovation in digital delivery tracking



**“The new ‘track-and-trace’ technology has immediately improved the experience for everyone involved in our delivery process. We’re revolutionising the way customers access delivery information, providing additional convenience and reassurance to further improve the way we communicate.”**

Mark Wood, managing director, materials - south

We’ve enhanced our logistics capabilities with the roll out of an innovative new digital delivery tracking system across our 1,800-strong vehicle fleet, which is delivering improved efficiency and customer service.

Delivered in collaboration with technology partners, enterprise mobility solutions partner Peak Ryzex, global information technology leader Samsung and cloud software solution company Podfather, the introduction of the new software provides real-time visibility of our fleet by relaying live GPS tracking information to its planning teams and UK-wide network of weighbridges and batching cabins. It allows customers to track orders online and receive instant delivery notifications using access to the same information.

In addition, the logistics planning system, developed by Podfather also provides drivers across Tarmac’s UK and subcontractor fleet with detailed information about their current and next job via the same application on their mobile devices.

Mark Wood, managing director, materials - south and national sponsor of the project, said: “The new ‘track-and-trace’ technology

has immediately improved the experience for everyone involved in our delivery process. By giving access to the same real-time information, we’re revolutionising the way customers access delivery information, providing additional convenience and reassurance to further improve the way we communicate.

“Enhancing the traceability of our deliveries enables us to boost productivity and efficiency, as our weighbridges and logistics teams can better manage their drivers, closely monitor availability and react more quickly in the event of any unexpected delays.”

The implementation of the new technology forms part of our wider ePOD (electronic proof of delivery) project. ePOD will see all drivers working with Tarmac use their tablets or smartphones to digitally record proof of deliveries, eliminating the need for paper tickets and ensuring these are issued to the customer and haulier instantly.

