



Small transportation company improves connectivity on the road with BlackBerry solution

Aurelio Viloría Sanchez, a transportation professional with 30 years' experience, is the owner of AVS, a haulage company focused on the transportation of cars and industrial vehicles all over Spain. Founded in 1996, the company works closely with TRADISA, a logistics operator based in Catalonia that specialises in the transportation of products in automotive, oil and other related industries across Europe.

The Challenge

As sole proprietor of the company, Sanchez is the manager, employee or owner, depending on the task that needs to be completed. This means he has to know about every aspect of the business at all times. The main challenge for AVS is staying in business – for a small company with fewer resources than larger enterprises, this is not easy.

Communication with TRADISA had always been based on phone calls and a system whereby Sanchez could SMS and email via his cellular phone but receiving emails was more complicated and more expensive than sending them. Sanchez relied on email to receive his work orders, but the system was slow, expensive and difficult to use.

He needed a mobile solution that would not only allow Sanchez to be connected to clients when traveling from one place to another, but could also be used as a way of keeping a record of work orders, bills, and other useful information for managing the business, without pushing the costs up further.

The Solution

After reviewing the different options laid out by his mobile operator, Sanchez chose the BlackBerry® solution for AVS.

"AVS chose the BlackBerry solution given the great reputation it has in the push email field, allowing communication in real time with the client," says Aurelio Viloría Sanchez, AVS.

Benefits

Real-time communication with clients

Cost savings on phone calls

Improved vehicle maintenance

Improved customer relationship

Improved work-life balance

Because the BlackBerry® smartphone includes a Bluetooth feature, AVS is able to use a hands-free set which has been installed in the lorry and enables Sanchez to communicate, even while on the road. Sanchez can also send and receive emails in real time, therefore having written proof of work orders.

Lorry maintenance is key to the running of a successful haulage business. With the use of the integrated notepad on the BlackBerry smartphone, AVS is able to record every time the vehicle is filled with diesel fuel, or when there is a change of oil or tires, keeping a tab on regular checkups. Sanchez also makes use of Internet connectivity and satisfies his interests by researching for historic, geographical or current events issues, in order to pass the long hours away from home.

The Benefits

Although AVS has not calculated the Return on Investment (ROI), Sanchez feels the key benefits of the implementation lie in the real-time communication he can maintain with his clients, thereby improving customer relationships, as well as optimising vehicle maintenance.

With the BlackBerry solution, AVS has achieved its goal of having an effective email service that allows it to be aware immediately, on the move, of new work orders and other types of communication with the client. There have been cost savings due to a considerable reduction in the number of calls required while Sanchez is on the move. Equally AVS has been able to keep records of client work orders, avoiding the potential confusion that can arise in the absence of written information.

With the implementation of the BlackBerry solution, Sanchez feels closer to his family when travelling by being continuously updated with family news via email in real-time. AVS has improved the way it maintains its vehicle by using the notepad integrated on the BlackBerry smartphone, where all data related to the maintenance is included, and as a result the vehicle will have a longer life-span and efficiency will be improved.

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"The main benefit AVS has gained from the BlackBerry solution has been the capacity to easily access an immediate email service which has lowered communication costs, which is vital for such a small company as this one."

Aurelio Vilorio Sanchez
owner of AVS.