



Customer Success Case Study.

OBJECTIVES

- Full-Scale Digital Transformation: Transition from traditional fleet tracking to a fully integrated digital ecosystem.
- Operational Excellence: Improve fleet utilization, reduce vehicle downtime, and enhance driver accountability.
- Cost Optimization: Minimize delays and reduce unnecessary mileage.
- Compliance & Risk Management: Ensure adherence to safety regulations, vehicle maintenance schedules, and driver work-hour policies.
- Enhanced Customer Service: Provide clients with real-time visibility on shipments and ensure proactive problem resolution.

SOLUTIONS

Transparent Customer Portal: Over 75% of our clients now access live tracking and delivery status, reducing inbound inquiries and improving service satisfaction. Proactive Delivery Management: Predictive analytics and AI-powered ETAs enable proactive client communication, reducing disputes and enhancing relationships.

BENEFITS

- **Fleet utilization increased by 22%**, reducing overall asset idle time.
- **Load turnaround times improved by 65%**, allowing for higher volume throughput.
- **Client complaints reduced by 48%**, thanks to proactive exception management and real-time tracking.
- **Driver compliance improved by 65%**, reducing risk-related penalties and fines.

FUTURE GOALS

BMT24's partnership with CtrlFleet has revolutionized its logistics operations, setting a new benchmark for digital transformation in the industry. The combination of real-time fleet visibility, operational automation, and AI-driven efficiency ensures that BMT24 remains an industry leader, delivering exceptional service while driving sustainable growth.

AT A GLANCE

About Client

BMT24 Group (Bakers | Manline | Timber 24) is a dominant force in the South African logistics and distribution industry, specializing in high-volume, time-sensitive freight movement. Operating across multiple sites, BMT24 manages an extensive fleet of vehicles, ensuring seamless execution of logistics services for major clients in retail, manufacturing, and industrial sectors.

As a company dedicated to innovation and continuous improvement, BMT24 sought an advanced fleet management solution to enhance operational efficiency, reduce costs, and drive real-time visibility.



"CtrlFleet has been a fantastic addition to our operations. Their solution does more than just talk; it delivers on everything that was promised. We've been exploring new ways to use this versatile platform"

Tobie Van Rhyn
General Manager: Warehousing & Distribution

