



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

Bakers S.A. Limited 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.



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AT A GLANCE

About Client

Bakers 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, Bakers S.A. Limited 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, Bakers S.A. Limited 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

