

CASE STUDY

THYSSENKRUPP AEROSPACE UK



The Company

ThyssenKrupp Aerospace is a subsidiary of the \$40bn internationally operating ThyssenKrupp Group, and provides high-grade products such as aluminium, stainless steel and non ferrous metals with value-adding processing services mainly for manufacturers and their supply chains.



Service Type

FleetTracker

The Challenge

Predominantly supplying British Aerospace in the UK with aircraft grade metal, ThyssenKrupp needed to have 100% traceability of their stocks whilst in transit. The traceability issues were closely linked with the challenges of maintaining and indeed improving levels of customer service. Carrying such valuable loads also meant that vehicle and driver security was a major factor in the decision to deploy vehicle tracking in their growing fleet.

"I'd easily rate Crystal Ball 9.5 out of 10."

The Solution

After careful consideration of several tracking solutions, ThyssenKrupp chose Crystal Ball's **FleetTracker** solution based on its functionality and user-friendly operation.

Steve Potter, Transport Manager at ThyssenKrupp comments:

"The costs of other tracking systems were pretty comparable but the Crystal Ball system had something more about it. It had a real edge. It's the easiest system to use by far, and the functionality has really been thought through."

With Crystal Ball's **FleetTracker**, ThyssenKrupp now have full visibility of their workforce in real-time, 24/7, using Crystal Ball's detailed mapping system.



The Outcomes

Since the implementation of Crystal Ball's FleetTracker, ThyssenKrupp now have complete visibility of their drivers whilst out on live deliveries and can be rest assured when transporting valuable loads.

"Since Crystal Ball we have made savings everywhere, I really wouldn't want to run this fleet without it now."

Steve Potter, Transport Manager.

Steve Potter explains the importance of Crystal Ball within the business:

"Our drivers were a little wary of tracking at first, but now they're using it to their advantage. Our schedules have a habit of changing during the day, and this system gives us every piece of information we need to efficiently run our fleet. Our main reasons for initially employing tracking were the 100% traceability issues, keeping an eye on deliveries and the security factors. But Crystal Ball has given us so much more than that. We've made savings everywhere, and I really wouldn't want to run this fleet without it now."

ThyssenKrupp have also seen further benefits since implementing the Crystal Ball system as they can now offer a high quality customer service.

Steve Potter adds:

"Customer service is of paramount importance in this industry, and we're now in a position to offer a world class service."

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