



Excelsior Coaches improves customer service with Pinpointers tracking

June 2009 – Pinpointers, a provider of vehicle tracking and mobile workforce services, announced today that it has been chosen by Excelsior Coaches to provide tracking for its fleet. The key factor in selecting Pinpointers was its close integration with the Coach Manager fleet management application from Distinctive Systems.

Based in Bournemouth, Excelsior provides tour programmes, private hire and transport for business and education. Before installing the Pinpointers solution, Excelsior relied on verbal communications with its drivers for information on their location. This was time consuming, inefficient and potentially inaccurate, and led to delays in providing information to customers on the estimated arrival time of a coach.

By installing Pinpointers, Excelsior now has real-time information it can provide to customers. It can also use Pinpointers' public web page feature to show live coach tracking data on dedicated web pages. This helps to streamline its operation and reduce customer service calls – allowing it to provide better customer service.

The system has also allowed Excelsior to avoid traffic delays by re-routing coaches, and monitor and control the unnecessary idling of its fleet to cut costs and carbon emissions. An additional benefit is that the real routes taken by coaches can be compared with the planned routes, allowing Excelsior to identify any discrepancies.

Kathy Tilbury, managing director of Excelsior Coaches, said: “Pinpointers gives us a great product that works closely with Coach Manager. I’ve been totally impressed with the Pinpointers support and development team and their willingness to work with us to tailor the product to our requirements.”

Jon Pope, sales & marketing director of Pinpointers, said: “Excelsior is one of a growing number of coach and bus operators that are seeing the benefits of the Pinpointers system, and the features it offers that have been developed specifically for this market.”

About Pinpointers:

Pinpointers is a market leading provider of vehicle tracking and mobile workforce management solutions, with customers including Orange, Procter & Gamble and Arqiva. The company's products give customers visibility of their remote workforce, its whereabouts and current status, and deliver real-time information via a fully managed service. This enables companies to increase profitability, increase efficiency, improve control and manage risk. For more information see www.pinpointers.com.

About Excelsior Coaches:

Established 85 years ago, Excelsior prides itself on operating the most modern fleet of luxury coaches in the industry. They have 27 full size executive coaches and four eight-seater minibus vehicles in the fleet, with the various seating configuration across the full size fleet from 26 to 53 seats. All vehicles are less than six years old with more than half being 2008 registration or newer and Euro 5 Incentive compliant.

Excelsior Coaches is one of only 37 UK companies to be awarded the prestigious Coach Marque by the Confederation of Passenger Transport. The company operates a number of rolling contracts with both private and public sector organisations with coaches in either client branding or Excelsior livery. In addition an extensive tour programme offers over 100 UK and European tours
For more information see www.excelsior-coaches.com.

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