



## **Pinpointers adds Public Web Pages for end user customers to see the location of a vehicle**

30th October 2008 – Pinpointers, a provider of vehicle tracking and mobile workforce services, announced today the addition of a major new capability to its telematics systems. The new public web page feature means that Pinpointers' customers can provide live web-based status updates to their own end users, displaying in real time the position of vehicles on a map.

For example, if a coach operator was carrying children on a school trip, the new system would provide parents and teachers with accurate, real-time updates on exactly where the coach is and therefore when it is going to arrive. This would avoid children having to wait by the roadside, improving safety and comfort.

For the bus and coach industry, the map can be overlaid with the bus routes, and the position of each vehicle clearly indicated.

“We are already trialling this system, which we expect to help us keep our vehicles on schedule, and save us time and money,” said David Soul, managing director of coach operator Souls Brothers. Other operators in trials with the new system include Epsom Coaches, Woottens and Chalkwell.

Pinpointers' tracking software also provides the option to integrate with Distinctive Systems' Coach Manager application, which means that Coach Manager bookings and movements can be automatically linked and displayed on the public web page relevant to that booking. By changing the assigned vehicle in Coach Manager, the public view of which bus is on that route is automatically updated.

For fleet operators, this new capability offers them a competitive advantage that will help them win and retain new customers. Inbound call volumes will be reduced, leading to potential cost savings, because their customers can obtain the information they require on vehicle movements directly from the internet.

The public web pages can be password-protected, so access to the tracking information is restricted to only those end customers that are specifically authorised.

Fleet operators can control the duration of each Public Web Page that they create. For example, if an end customer is expecting a delivery within a pre-arranged time slot, they could be granted access to the system only during that time, enabling them to see exactly when the delivery will arrive.

“The new public web access pages are a first for the vehicle tracking industry, and we see many opportunities for our customers to improve their customer service and reduce their workload with this new capability,” said Jon Pope, sales director of Pinpointers. “This is also a tool that operators can use to generate revenue from their existing contracts, by offering it as a value added part of the service.”

“As end customers are increasingly using the internet day to day, providing this kind of information portal is providing information in a way they find easily accessible,” explained Pope. “This avoids the frustration that customers experience when they have to wait at home for hours for a courier delivery, or unnecessarily queue in the rain for a bus that arrives late.”

**Note to editors:**

Jon Pope will be the Euro Bus Expo exhibition ([www.eurobusexpo.com](http://www.eurobusexpo.com)) at the Birmingham NEC, from November 4<sup>th</sup>-6<sup>th</sup>. Please contact Nick Daines (0115 8412109 / [nick@lumenpr.com](mailto:nick@lumenpr.com)) if you would like to arrange a meeting with Jon.

**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](http://www.pinpointers.com).

**Media contacts:**

Christine Durkin, Pinpointers  
Tel: 01202 853310  
Email: [christine.durkin@pinpointers.com](mailto:christine.durkin@pinpointers.com)

Nick Daines, Lumen PR  
Tel: 0115 8412109  
Email: [nick@lumenpr.com](mailto:nick@lumenpr.com)