

QlikView drives competitive advantage at leading logistics firm Clarke Transport

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Bill Clarke, Commercial Director, Clarke Transport



Family values

With a reputation for excellence stretching back almost 80 years – and still in the hands of the same family - Clarke Transport is one of the leading privately owned multi-service transport companies in the UK. 400 employees help to run a modern fleet of over 200 vehicles, transporting freight of every type throughout the UK and Europe.

Business Intelligence

Innovation lies at the heart of Clarke's ongoing success story, and the company is always looking for new ways to inject speed and efficiency into all areas of the business. “Successful logistics involves fast reaction times, flexibility and a complete understanding of a customer's needs,” says Bill Clarke, Commercial Director. “To make the right decisions at the right time, I need business critical information at my fingertips – and that's why we invested in QlikView.”

Instant access

Easy to install, easy to use and visually engaging, QlikView is the fastest spreading business intelligence solution in the world. Its interactive 'dashboard' shows real-time key performance data, enabling users to react faster, to identify trends and opportunities and to deal with emerging issues as soon as they arise.

Performance data

“With QlikView, you can make instant strategic decisions based on facts,” says

Bill Clarke. “In a single interface I'll be looking at the sales ledger, purchase ledger, consignment numbers, number of kilos - a whole range of sales information. I have access to geographical data; where we're performing well and in which sectors; where we need more resources and where I can save money. We can make sound and profitable financial decisions - even in a tough financial climate.”

Customer satisfaction

QlikView is also key when it comes to winning new business and retaining existing clients: “These days, our customers don't ask what type of vehicles we have, they want to know how we are going to make their business better. QlikView gives us instant access to our customers' sales history. I know where they do business, which sectors they operate in, geographical trends and can even help them to identify potential efficiencies.”

A revelation

Installation and training were straightforward too. “Everyone you show it to immediately says: ‘imagine what we could do with this’. It's so easy to select data sources and choose what you want to look at. It was doing a good job for us from day one.

“I can't speak highly enough of QlikView,” concludes Bill Clarke. “I recommend it to everyone. It has been a revolution and a revelation.”

Solution overview

Clarke Transport

One of the leading privately owned multi-service transport companies in the UK. Handles all types of freight across the UK and Europe. Specialists in hazardous freight.

Industry

Transportation & Logistics

Function

Sales, Marketing, Supply Chain, Finance

Geography

United Kingdom

Challenges

- Unlock and access real-time business critical information from multiple data sources
- React faster to emerging trends, performance indicators and customer needs
- Increase sales-force efficiency and gain visibility of depot and personnel

Solution

Clarke Transport implemented QlikView among targeted senior management personnel across the UK. With benefits from day one, QlikView provides instant access to business-critical information from a wide range of data sources. Emerging problems or opportunities are identified as soon as they happen, enabling the company to react quickly and confidently. Information such as geographical data and sector-specific breakdowns ensure resources are directed wherever they are needed, improve overall efficiency and helping to reduce costs.

Benefits

- Instant access to real-time business critical information
- Faster reaction times to emerging opportunities or threats
- Increased customer retention through greater efficiencies and a better understanding of customers' business needs
- Ability to direct resources wherever necessary and ensure high and consistent performance standards across the organisation

QlikTech Partner

NBA Consultants

