



Customer Case Study:

Radio Kerry



Radio Kerry: greatly improved time and resources management, huge savings with SynX

Radio Kerry is a local radio station broadcasting on five frequencies – 96.2, 96.6, 97.0, 97.2 and 97.6FM – throughout the County of Kerry. The station can also be picked up in part of the surrounding counties of Cork, Limerick, Tipperary and Clare, as well as online through radiokerry.ie and via their app. Though it might seem unusual for a radio station to utilise a fleet management system, **Radio Kerry actually had specific requirements for their fleet of 3 vehicles**, used by the sales team. Being a small team, the need for managing time and resources wisely is **paramount - and here is how SynX helped**, in better time and team management, in streamlining sales activity and automating logbooks - helping to keep track of taxable miles.



About Radio Kerry

Radio Kerry broadcasts throughout the County of Kerry and caters for a variety of programming tastes. The typical Radio Kerry listener is aged between 25 – 65 with specific information requirements.

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Current affairs, local news, sports, music, specialist speech programming, weather and varied music interests are some of them. As it typically happens in the media industry, Radio Kerry has a team of **salespeople who work on promoting advertising spaces** in the broadcasting timetable. The sales team members have to **drive to the different potential customers** to provide examples of the advertising offer and close deals. This results in work needed to organise movements and making sure time and resources are used wisely and operations are efficient enough. As vehicles are mainly used for working purposes, it is necessary for the administration to separate work driving from personal driving, as sometimes the sales team brings vehicles at home during the weekend.

The challenge

Radio Kerry has a small team which core activity is broadcasting programmes, but **the sale of advertising spaces is obviously essential for them**. In order to optimise the time and resources dedicated to that, the team at Radio Kerry needed a solution able to detect if some **areas of prospecting had not been covered yet**, and to suggest how to organise time slots devoted to this task.

With this in mind, time management and efficiency are paramount and **the driving needs to be organised wisely**, but not only. The company needed a system able to **automate the recordkeeping of the driving hours** carried out for work and private driving. If carried out **manually**, this normally becomes quite a demanding task in terms of time needed from the administration department.

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Winning the challenge with SynX by Transpoco

The team at Radio Kerry was not familiar with fleet management solutions until they met the team at **Transpoco and learned more about SynX**. Before implementing the solution, they were not used to work with automated systems and the logbook of private and working driving was not an easy task. “Getting email updates and notifications **really helped us organising the work** from both the administration point of view and also with sales. It makes our life so much easier!” argues Marie Sweeney, finance manager at Radio Kerry. “The system is not only very easy to use as it saves a lot of time in admin work, but we now have a really valuable **sales intelligence tool**: it unearths to us new business opportunities that we can explore. We feel **we are making a better use of our working time** and the small fee we pay is nothing compared to the benefits we get in return. We are saving a lot of time by not having to deal with this manually: this is indeed an added value for us”. Following the successful implementation of SynX Move, Radio Kerry is looking forward to getting started with the SynX Perform fuel module and the paperless Walkaround Checks process to increase savings and efficiencies.

“With SynX, we feel we are making a better use of our working time, but we are also getting new business opportunities to explore”

Marie Sweeney, Finance Manager at Radio Kerry



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“Getting email updates and notifications really makes our life so much easier. We enjoy the potential of a sales intelligence tool and pay a very small fee compared to what we get in return.”

Marie Sweeney, Finance Manager at Radio Kerry

As a media company focusing on the work of their sales team, Radio Kerry enjoys great benefits since the implementation of SynX:

- Tracking the sales team productivity through a user-friendly tool
- The potential of a sales intelligence tool disclosing new opportunities
- Improving global resources management and dedicating working hours to added-value tasks
- Getting the fleet situation at a glance through the software and the customised email updates
- Spotless tracking of taxable miles: less issues with tax declaration
- Significant savings in time dedicated to admin tasks
- Lower fuel, maintenance, global working time expenses

Wish to enjoy the same benefits? [Schedule a demo today!](#)

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Bios



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Author of the
ebook

Eleonora has created a wide range of resources for fleet managers in Transpoco [resource center](#) and [blog](#).

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Philip Davis
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Phil has a family background in the transport industry and helps fleets reducing costs and gain efficiency.

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Aine Egan
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Aine is an expert in detecting and implementing the ideal GPS tracking and telematics solution for fleets.

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