

# Customer Success

AT A GLANCE

## About the client

**Bakers Group (Bakers | Manline | Timber 24)** is a dominant force in the South African logistics and distribution industry, specialising in high-volume, time-sensitive freight movement. Operating across multiple sites, Bakers S.A. Limited manages an extensive fleet of vehicles, ensuring seamless execution of logistics services for major clients in retail, manufacturing, and industrial sectors.

As a company dedicated to innovation and continuous improvement, Bakers S.A. Limited

sought an advanced fleet management solution to enhance operational efficiency, reduce costs, and drive real-time visibility.



## Objectives



### Full-Scale Digital Transformation:

Transition from traditional fleet tracking to a fully integrated digital ecosystem



### Operational Excellence:

Improve fleet utilisation, reduce vehicle downtime, and enhance driver accountability.



### Cost Optimisation:

Minimise delays and reduce unnecessary mileage.



### Compliance & Risk Management:

Ensure adherence to safety regulations, vehicle maintenance schedules, and driver work-hour policies.



### Enhanced Customer Service:

Provide clients with real-time visibility on shipments and ensure proactive problem resolution.

## Solutions

**Transparent Customer Portal:** Over **75%** of our clients now access live tracking and delivery status, reducing inbound inquiries and improving service satisfaction.

**Proactive Delivery Management:** **Predictive** analytics and **AI-powered** ETAs enable proactive client communication, reducing disputes and enhancing relationships.



JourneyCtrl has been a fantastic addition to our operations. Their solution does more than just talk; it delivers on everything that was promised. We've been exploring new ways to use this versatile platform.

-Tobie Van Rhyn  
(General Manager: Warehousing & Distribution)

## Benefits



Fleet utilisation increased by

**22%**

reducing overall asset idle time.



Load turnaround times improved by

**65%**

allowing for higher volume throughput.



Client complaints reduced by

**48%**

thanks to proactive exception management and real-time tracking.



Driver compliance improved by

**65%**

reducing risk-related penalties and fines.

## Future Goals

Bakers S.A. Limited partnership with Powerfleet and CtrlFleet has revolutionised its logistics operations, setting a new benchmark for digital transformation in the industry.

The combination of real-time fleet visibility, operational automation, and AI-driven efficiency ensures that Bakers Transport remains an industry leader, delivering exceptional service while driving sustainable growth.



powered by **CTRLFLEET™**

Execute. Like never before.

## About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonisation, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realise impactful and sustained business improvement. Powerfleet serves over 2.8 million subscribers across more than 48,000 customers in 120 countries, with commercial operations in every major continent. [Learn more at www.powerfleet.com](http://www.powerfleet.com).