

# CoPilot Live helps Wildlife Ambulance Service increase efficiency and cut costs



The combination of ALK Technology's CoPilot Live sat nav system and FleetCenter online vehicle tracking has helped Northern Ireland's Wildlife Ambulance Service achieve improved efficiencies and reduced costs.

## Situation

Wildlife Northern Ireland Ambulance and Rescue Service is a Not for Profit organisation that has looked after the country's animal welfare for more than 15 years. Wildlife NI operates a 24-hour service. It has a fleet of four ambulances, employs seven people full-time and is helped by 75 on-call volunteers.

It needed a reliable way to direct drivers to the correct address and keep track of movements back at base. All roads, including category B roads had to be covered.

## Meeting the challenge

CoPilot Live was tested on one O2 Xda Orbit mobile phone. When it proved it could cover all Northern Ireland's road network, three more units were purchased equipped with CoPilot Live mobile navigation for use in the other ambulances and by volunteers in their own vehicles.

By subscribing to FleetCenter, the optional online fleet management service that integrates with CoPilot Live, Wildlife NI gained complete sat nav and vehicle tracking capabilities.

The system's mapping – provided by NAVTEQ, which is noted for verifying data in the field – is so up-to-date and of such high quality that ambulance drivers can negotiate 5,000 square miles of territory, including category B roads that other sat nav systems often fail to list.



## THE CHALLENGE

- Simplify Wildlife NI's response to appointments
- Help drivers work out routes to remote destinations
- Improve contact between the office and driver
- Cut the organisation's expenses.

## THE SOLUTION

- Mobile phone base CoPilot Live enables drivers to play their day and get to pickups more quickly and efficiently
- FleetCenter online tracking enables the controller to oversee the position of all ambulances and send new pickups directly to the driver's device.

## THE BENEFITS

- More efficient use of mobile resources using less fuel
- IM communication more cost effective than mobile calls
- Better customer service.
- Totally portable solution – can be used in an ambulance or volunteers' vehicles.

## Business efficiencies

Before CoPilot Live and FleetCenter's introduction, ambulance drivers had to go into the office, pick up their day's schedule of calls, work out the best route, and complete their appointments.

Now, calls for the day are sent straight to the drivers' O<sub>2</sub> Xda Orbit mobile phones and stops optimised in order of importance or routed for best fuel economy. Turn-by-turn instructions now guide the driver, and once on the road, the controller can monitor each ambulance's progress. Destinations and estimated time of arrival are then relayed to the on-site contact.

## Added benefits

The system's instant messaging facility has proved particularly invaluable. It means an instant message can be sent through FleetCenter via the controller, direct to the driver. If the answer is yes, he's guided to a new address automatically. This saves on telephone costs (important to an organisation wholly reliant on fundraising) and time spent pulling in, writing down address details, and working out routes.

Other benefits include the allocation of vehicles particular to the job and total portability, so volunteers can be sent out to work in their own vehicles and respond to cases in unfamiliar geographic areas. Five more of these world-class sat nav systems are soon to be purchased.

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## About ALK

ALK Technologies – a NAVTEQ partner – is at the forefront of mobile navigation technology. For 27 years, its experts have developed solutions for corporate and consumer customers globally. ALK's CoPilot® Live mobile navigation solutions are available in Europe, North America and Australia. ALK is a Microsoft Certified gold Partner. CoPilot Live 6 is a powerful satellite navigation solution for PocketPC PDAs (personal digital assistant), Windows mobile-based and Symbian series 60 phones. Unlike other systems, CoPilot Live provides real-time tracking so others can see where you are on the internet as you drive around. It features turn-by-turn voice guidance, full UK postcode search input and detailed street maps from NAVTEQ.

## About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 2,800 employees located in 167 offices in 28 countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit [www.navteq.com](http://www.navteq.com).

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## Proof positive

CoPilot Live and FleetCenter have proved themselves in the field.

- Recently, Wildlife NI was able to locate, communicate with and redirect a driver to an emergency pick-up for an injured swan in a matter of seconds.

*"Quality sat nav mapping for Northern Ireland and the ability to update driver itineraries remotely has enabled us to achieve a notable rise in company efficiency and response times to people who depend on our services."*

## Norman Elder

Chief Executive Officer, Wildlife Northern Ireland Ambulance and Rescue Services



## NAVTEQ CONTACTS

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