



Streamlining Operations in Construction Industry: Morscher AG's Journey with Logifleet360°

Operating in St. Gallen, Gossau, and Herisau, Morscher AG stands as a testament to longevity and expertise in the construction industry. With roots dating back to 1890, this family-owned business has evolved into a modern force employing around 40 individuals. Yet, every successful venture encounters hurdles, and for Morscher AG, managing their fleet and ensuring seamless operations posed significant challenges.

We spoke to Frank Bühler, the Bauführer at Morscher AG, about how Logifleet helped overcome these challenges.



Logifleet 360°: The Operational Catalyst

Logifleet 360° marked a transformative shift beyond conventional vehicle tracking. This SaaS platform emerged as the central pillar driving operational evolution at Morscher AG.

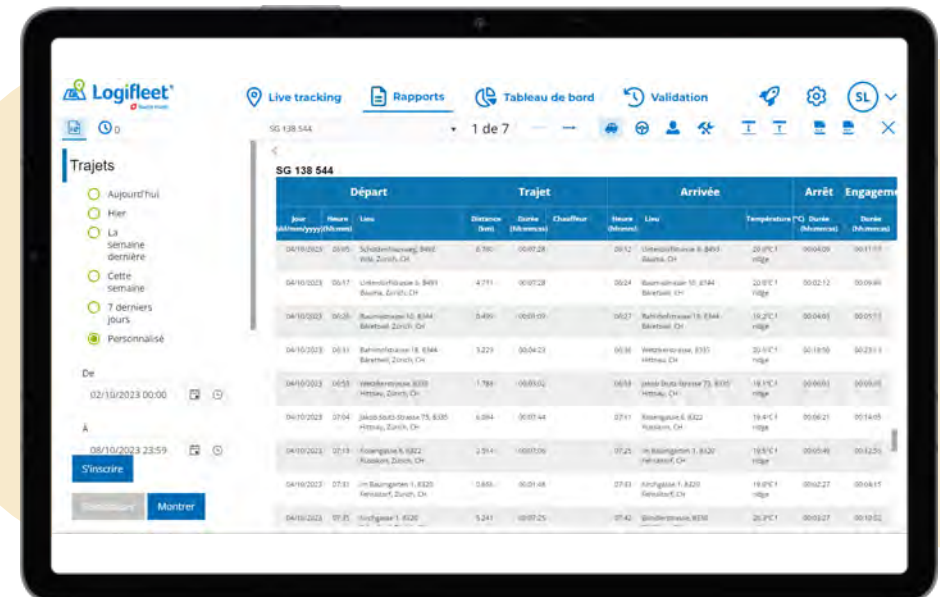
Concrete Transformation: Tangible Benefits

The implementation of Logifleet 360° ushered in quantifiable benefits. It optimized working hours, curbing overtime and reducing mileage significantly. The ability to track personnel locations, particularly when engaged with clients, eliminated the need for constant check-ins, thereby saving crucial time.

Harnessing Logifleet360° Features

Automated Weekly Reports

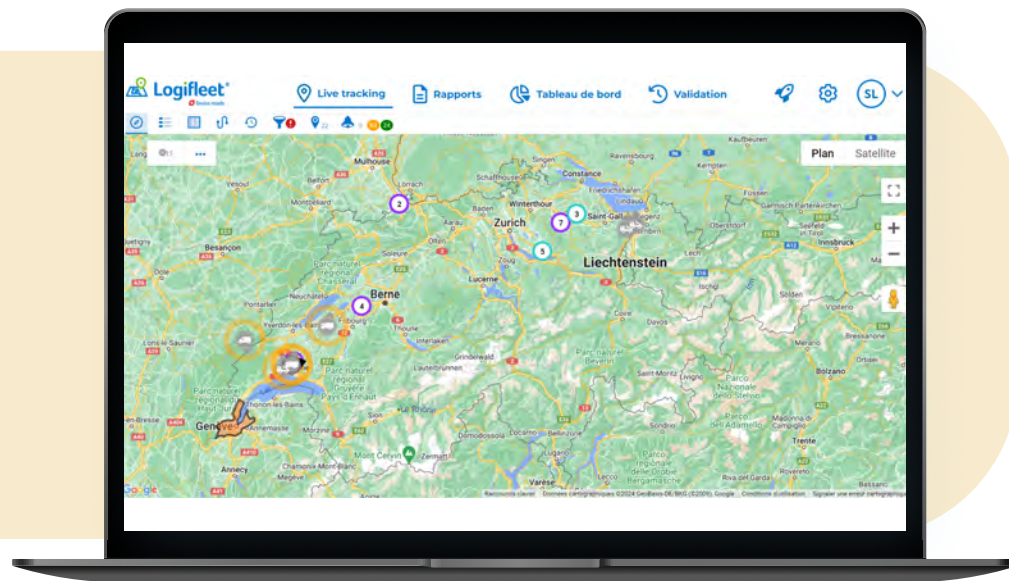
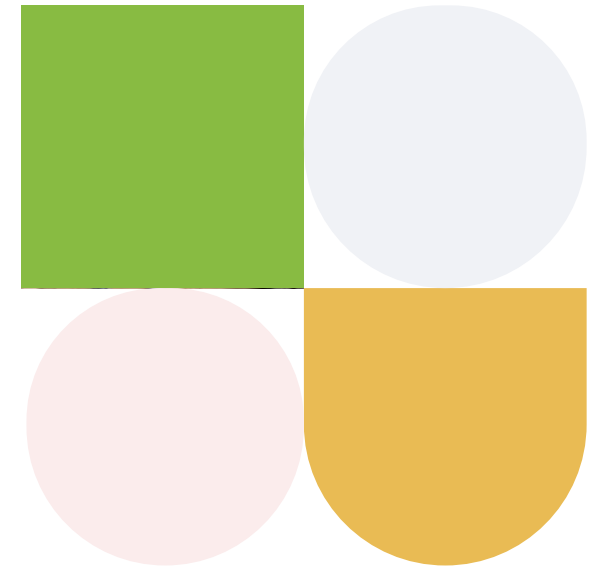
At Morscher AG, Logifleet360°'s automated reports have become their eyes into the operational landscape. The Journey Report acts as a **comprehensive log, detailing precise** departure and arrival times, stop durations, and essential vehicle and driver specifics, aiding in efficient resource allocation. The Notifications Report ensures **real-time awareness** by generating timely alerts within predefined timeframes, enabling prompt responses to critical operational events.



Live Tracking

The Live Map isn't just a window—it's a comprehensive command center. It is used to track vehicles, in real time, ensuring they're precisely where they're needed. Witnessing assets in motion across the live map, complete with addresses, asset types, and even driver details, has **transformed the operational visibility**.

Within the Live Map feature, functionalities like the Route Planner are integral, allowing the **calculation of optimal routes** inclusive of navigation, multiple stops, and work durations, optimizing time efficiency. Traffic Information forecasts delays and estimates arrival times at customer locations, aiding in proactive planning.

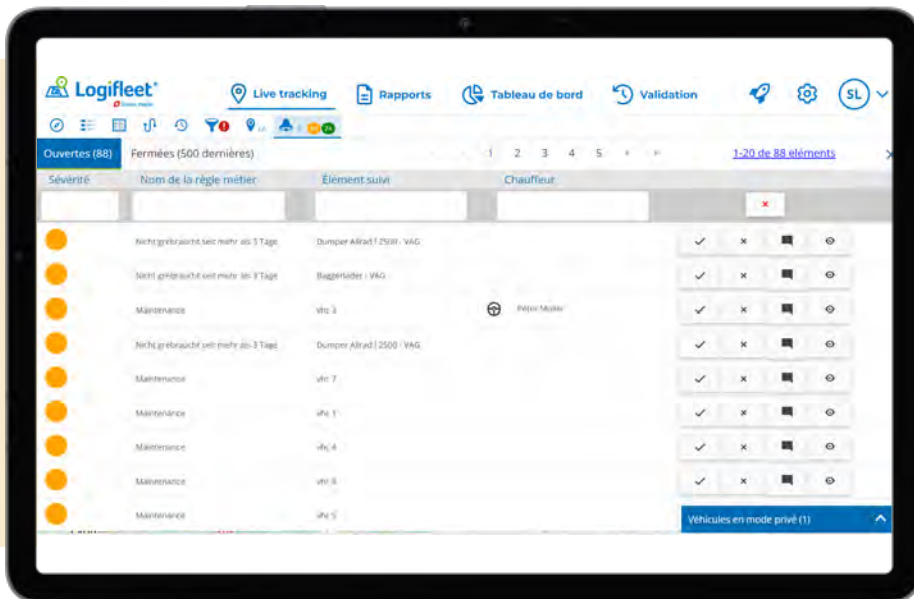
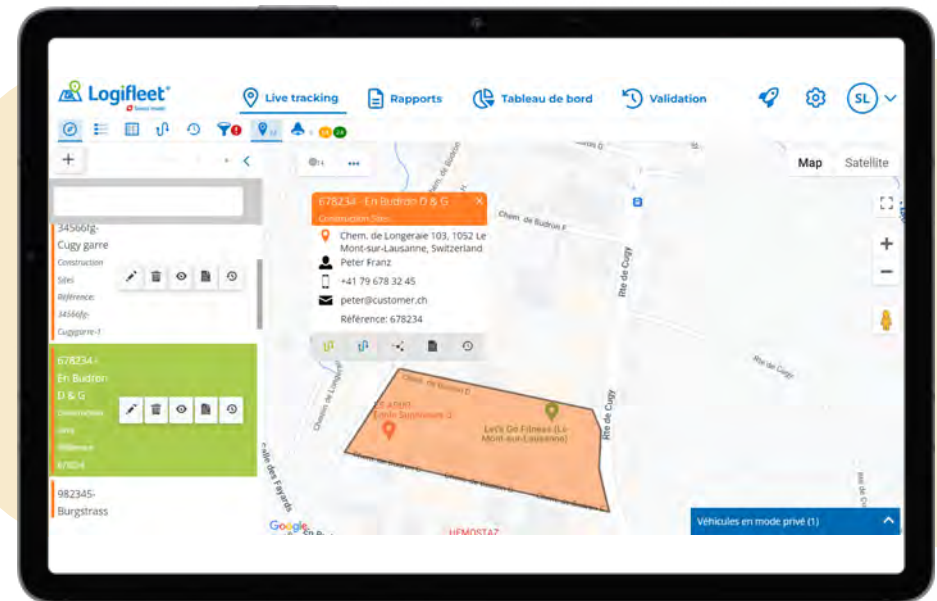


The Proximity Search function helps swiftly deploy the nearest available resources in emergencies, ensuring rapid response and customer satisfaction. Additionally, historical data tracking within this platform covers various asset aspects such as mileage, maintenance records, positions, speeds, idling durations, and trip history, providing comprehensive insights for informed decision-making.

Geozones

It represent key areas marked on the map, allowing users to monitor activities within defined spaces—be it a garage, headquarters, or notably, customer sites. At Morscher AG, Geozones are foundational to **fine-tuning workflow operations**. These designated zones meticulously track critical locations, fostering precise focus and operational optimization.

Geozone Reports, crafted with site managers in mind, offer detailed insights into **activities within specified job** sites during predefined periods. This functionality greatly facilitates the streamlining of workflow management, providing actionable data for informed decision-making and efficiency enhancement.



Business Rules

Logifleet360°'s Business Rules feature has become the backbone of tailored efficiency for Morscher AG. The company has crafted **unique parameters aligned** with its operational needs. Monitoring vehicle movement duration, specified timeframes, designated locations, and other parameters has empowered proactive decision-making. Real-time notifications ensure swift reactions to any deviations from preset operational norms.



Involve your team

In the context of adopting a new solution like Logifleet 360°, involving the team plays a pivotal role in its successful integration. Frank Bühler highlighted, "It's vital to communicate that this isn't about mere surveillance; it's about empowering them with tools that optimize our operations, save costs, and enhance overall efficiency." By involving our team, companies emphasize that this solution aims to ensure their safety, streamline operations, and provide access to optimal routes for reaching destinations swiftly and securely. It's about saving fuel, time, and resources, ultimately contributing to a more efficient and effective working environment for everyone involved.



Empowering Advice for Prospective Users

Frank Bühler's advice to companies considering Logifleet is clear-cut: "Wholeheartedly recommend it. Beyond tracking, it's an operational enhancer. Embrace its capabilities, involve your team, and witness the transformative impact it brings to daily operations." His perspective highlights Logifleet's broader role as more than just a tracking tool, emphasizing its potential to significantly improve operational efficiency. Encouraging active team involvement, Bühler underscores the tangible benefits this solution can offer, depicting it as an asset for optimizing day-to-day workflows.



Smooth Onboarding Experience

In discussing Morscher AG's implementation of Logifleet AG's tool, Frank Bühler noted, "Collaborating with Logifleet AG was seamless. The installation process emphasized their commitment to hassle-free integration." His observation highlights the ease of incorporating the user-friendly interface, alongside automated reports and live tracking, into the daily operations of the Morscher AG team. This efficient integration underscores Logifleet AG's commitment to providing accessible and effective solutions for their clientele.



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