

Case study Today Team

Delivering your promises today

As the name suggests team work is highly valued at the Today Team offices.

As a former pro-rugby player, MD Jamie Boyd knows that you need the right line-up to succeed in any industry.

Having hung up his boots at the age of 24 Jamie Boyd started the business from scratch in 2005 with a loan from the Princes Trust.

He had nothing but a van, a willingness to work hard and ambition. It paid off and in the first 18 months the business grew substantially during which time he built a sizeable customer portfolio within his local patch, some of which had a European presence.

Each of the company's fleet of vehicles has TomTom tracking technology installed

Based in Warrington, Today Team operates locally and nationally throughout the UK as well as working internationally frequently.

Today Team carries a wide range of commodities on a daily basis, from documents to heavy machinery. The

company holds an operator's license, allowing them to run HGVs.

Today Team runs an efficient fleet which consists of small vans, transit vans, LWB (long wheel base) vans, XLWB (extra-long wheel base) vans and 18 tonne HGVs, all compliant to Euro5 emission standard. Each of the company's fleet of vehicles has TomTom vehicle tracking technology installed.

The company became a member of Haulage Exchange to manage any loads that the company cannot handle themselves

As both his customer base and their requirements grew, Jamie recognised that if he was going to compete on a level playing field and take the business to the next level he would need to have nationwide and contractor coverage.

In 2006 the company became a member of Haulage Exchange, to manage any loads that the company cannot handle themselves.

Giving access to a virtual fleet of



30,000 vehicles the Exchange enables the company to compete with well-renowned business within the industry. Since becoming a member of the Exchange the company has established great working relationships with professional partner companies, from Inverness to the South coast and into mainland Europe.

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He commented: "The Exchange has done a great job. It has given us the level of coverage that we needed and some of the contracts we have today wouldn't have been possible without the Exchange.

"It suits our business. The speed of pick up works well and the level of service replicates that of our own – it is a seamless operation and one in which we have total confidence to provide a level of service commensurate with our own."





TodayTeam is still continuing to grow at an exponential rate – a staggering 75% in the past 12 months. They have also moved to new offices and have plans to further expand.

The Exchange feedback system offers total transparency and is immensely valuable. In fact the Exchange is just like using one of your own drivers

Jamie continued: "The Exchange has been good for our business and gave us a strong foundation on which to build. We have built our business on delivering personal service. No matter what we are asked to do we always try to find a solution and the Exchange helps us deliver that."

"The Exchange feedback system offers total transparency and is immensely valuable. In fact the Exchange is just like using one of your own drivers."

As part of a move to better utilise its fleet operation, Today Team has recently integrated its TomTom

Telematics' WEBFLEET system with Haulage Exchange.

The initial trial involving two vans and an HGV is already providing value in terms of reduced administration, increased revenue and improved customer service according to Jamie: "The Exchange has worked closely with members to ensure that the vehicle tracking integration meets our operational needs to help achieve real performance benefits."

"We have previously used the Exchange to predominantly source capacity, but other members are now seeing the location and status of our vehicles in real-time, so we are now receiving incoming job offers. This is helping us fill available capacity and create a new revenue stream".

"We are also reducing admin requirements because not only does the integration automatically update vehicle information, our partners also have live visibility of their loads which cuts down on the number of calls we receive asking for updates."

Last May Today Team celebrated its ten-year anniversary as well as achieving a record year in sales.

The team also welcomed two new apprentices and a new traffic

manager to the continuously expanding business.

Today Team is currently considering moving their headquarters to a new, larger office in Manchester.

The company aims to further develop its core same day service and to diversify its HGV and airfreight services portfolio.

Find out more

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