

“We’ve been in the freight business for 13 years and honestly, I don’t know how we survived. The Zeon Digital system has really altered the way we do business, especially in relation to our customer service.”

Interview with director of Gold Coast Freight, Garry Cupitt.



### Keeping customers’ happy is the prevailing mantra for Gold Coast Freight.

Competition in the freight business is fierce, with new organisations constantly joining the industry and existing businesses expanding. In such a flourishing market, superior customer service is one of the few ways in which freight companies can distinguish themselves. In fact it’s essential for survival.

For Gold Coast Freight which picks up and delivers as far south as northern NSW, the notion of excellent customer service has always been a high priority. To offer such customer service, having a first-class communications system is mandatory.

Garry Cupitt, director of Gold Coast Freight, one of the top two carriers in the Gold Coast area, says he’s absolutely delighted with the improvements the Zeon Digital system has made to his business.

“With Motorola being the market leader, or what I considered to be the market leader, we didn’t need to look any further. Don Chapman from National Wireless explained how the product would work, how it would be the best for the business, and what he said turned out to be exactly right.

“I didn’t even consider that Motorola had any competition. The Zeon Digital system has everything I was after.

“It’s improved our customer service tenfold. It’s just so much better than before. The drivers have instant communications and they love the radios.”

Garry reiterates that in operating such a tight ship he knew he had to do something. And improving the efficiency of the business through the installation of the Zeon Digital system has been nothing short of amazing.

“Often we are absolutely flat out here and it’s unavoidable that sometimes we have to ring customers back. That has to happen instantly because they don’t want to be kept waiting. With the mobile unit, we call up the truck on the radio and we can give the customer an answer in 10-15 seconds as to how long the freight will be.

“It’s fair to say that there is just no comparison with the old system of mobile phones.”

After experiencing the Zeon Digital system for 12 months, Garry is glad he took the plunge.

“We’re keeping our customers happy with excellent communications. Our drivers have been really positive, really good and seem less stressed.

“It’s made it easier on everybody. If there’s a problem we just get straight on the radio. Everyone is so pleased with the system we now have in place,” says Garry.

#### Why two way radio?

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