

## case study

TASTY TRUCKS



**Tasty Trucks** uses nearmap's aerial imagery to create better targeted and efficient routes, as well as drive the company's national expansion for rapid growth

### Introduction

Founded in 1979, Tasty Trucks is a mobile cafe for workplaces. Delivering to almost 6000 locations across Sydney, Melbourne and Perth, Tasty Trucks' fleet of 137 vehicles provide a wide range of savories and sweets such as pies, pizzas, sandwiches, wraps, cakes and drinks. The company targets predominantly blue collar workers, most often, located in industrial areas and on construction sites, as well as suburban office blocks.

Food is made fresh daily at the company's family owned bakery and picked up from Tasty Trucks' distributed centres. It is then delivered by the fleet to set routes and timetables. Each truck makes up to 50 - 60 stops per day. Site locations are typically very short distances apart - often a few minutes or hundred metres away - and vehicles stop at any given location for just a few minutes.

Tasty Trucks prides itself on providing a superior experience to its customers, part of which is offering quick service - all food is pre-made so there is no wait time once an order is made - as well as a personal experience. A large portion of Tasty Trucks clientele are repeat customers so to ensure personalised client services is always delivered, the Sales Managers for each route remain consistent, knowing most customers by name.

The sales team constantly assess all of the 137 Tasty Truck routes to identify gaps as well as potential new areas to target. Traditionally this was done by sending out at least two managers to different areas to make assessments. The company would also use Google Maps to identify potential new areas. However, as more businesses continued to move away from the city and into new industrial areas, these satellite images soon became outdated. New developments would not appear on Google Maps, making them unusable for tracking new hot spots for Tasty Trucks to target.

As the company looked to grow, it knew it could no longer rely on Google Maps to identify new business opportunities, especially in developing areas. It also wanted to reduce the workload for its already busy team and knew that sending managers to view potential locations, was time consuming and inefficient. That's when Tasty Trucks turned to **nearmap**.

Leveraging **nearmap**'s high resolution, up to date aerial imagery and timeline function, Tasty Trucks was able to gain insights into potential new areas to expand the business and assess its existing routes for a more targeted business strategy. **nearmap** became a critical tool for the company's expansion into Sydney, providing better insight into specific locations and freeing up time for managers to focus on growing the business.





## helping Tasty Trucks identify new hot spots

Tasty Trucks is constantly on the lookout for new opportunities to expand its services. While it typically did this by sending managers out on the field, as well as viewing aerial images from Google Maps, the process was inefficient and couldn't be used for new developments - a key part of Tasty Trucks' broader business strategy.

"Every few weeks, we'd send two managers out to drive around for a day and look for new sites Tasty Trucks could add to its routes. With such a small team and new development areas popping up further away from our central hub, it became increasingly time consuming, expensive and not viable or a scalable solution in the long run," commented Doug Newnham, IT Manager at Tasty Trucks.

"We tried using Google Maps but the images were not updated regularly enough to provide the same accurate information as a physical site visit. Areas with new developments would often still appear as empty farm or bush land on Google Maps," said Newnham.

**nearmap PhotoMaps™** are updated regularly and captured at the extremely high resolution of 7cm per pixel - approximately five times clearer than satellite imagery. The Tasty Trucks team could sign into **nearmap**, zoom into areas across Australia, all from a laptop or desktop device. This equated to not only huge savings for Tasty Trucks in terms of money and time, but also enabled the company to grow the business more rapidly.

"Having access to up to date imagery at our fingertips means we can be on the lookout all the time. We don't need to send someone out on the field every time we want to look for new areas to add stops to a route. All the information that once took us days to collect, can now be found on **nearmap**, within minutes. And with the images being so clear and current, we have the confidence that our assessments will be accurate," said Newnham.

One of the big advantages of **nearmap** is the quality of the images. The incredible detail means we can even see the number of cars parked at a site, which makes for a great way to measure whether or not a site is worth targeting for a new route. We also use the date stamps on the images to decide the best time to stop, based on car and foot traffic. Ultimately it helps us shorten the time it takes to identify, assess and plan for a new route. This means we can grow faster and service our customers quicker, which is an unbeatable benefit."

## reevaluating existing routes to maximise sales

With a significant proportion of the company's target market being construction workers who are always on the move, sales in existing locations can very rapidly slow down. **nearmap** enables Tasty Trucks to regularly assess each route from their headquarters to ensure it reaches the maximum amount of people, in the most efficient way.



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Doug Newnham, IT Manager at Tasty Trucks



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Doug Newnham, IT Manager at Tasty Trucks

“While we have great Van Sales Managers that often provide us with updates on site movements, being able to see all our routes and stops from the ‘sky’ is a great asset. We geolocate all our stops making it easy to see them on the map and identify gaps in our existing routes. So for example, if a construction site project is almost complete, we can predict that sales will slow down and we need to rework our route. In saying that, if a new construction site opens just around the corner from an existing route, we can easily see this with **nearmap** and begin planning to fill this gap,” said Newnham.

### enables fast rollout into new markets

For more than 30 years, Tasty Trucks operated predominantly in Melbourne. As the brand continued to grow, it recognised an opportunity to enter into other states across Australia. In 2014, Tasty Trucks made the decision to expand into Sydney, using **nearmap** to identify areas to target for its first routes in the city. In the six months leading to the company’s Sydney launch, the Melbourne HQ used **nearmap’s** aerial imagery and timeline tool to plan routes for its first Sydney trucks in 2014, and plan where to expand over the next 12 - 24 months.

“**nearmap** was a critical tool for our expansion into Sydney. We are only a small Melbourne based team, so we simply didn’t have the manpower to travel to Sydney and physically visit every potential site to ensure we had a strong plan for entering the market. We were essentially starting from scratch. **nearmap** made it easy for our business development team to develop a strategy which outlined which areas and routes to target,” said Newnham.

“The timeline tool was also really helpful for our long term planning. It allows us to see how an area has changed overtime, so we can determine whether we should enter an area now or in a few months time. For example, if we identify an industrial site we want to target, we can see how it has developed over the past few months and predict if it will continue to grow, and when we should start a new route in the area. This helps us with our bigger picture planning, and sets us up for future success.”

With the help of **nearmap**, Tasty Trucks expansion into Sydney was the fastest the company had ever experienced in its 36 year history.

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Doug Newnham, IT Manager at Tasty Trucks

### frees up time to do more work

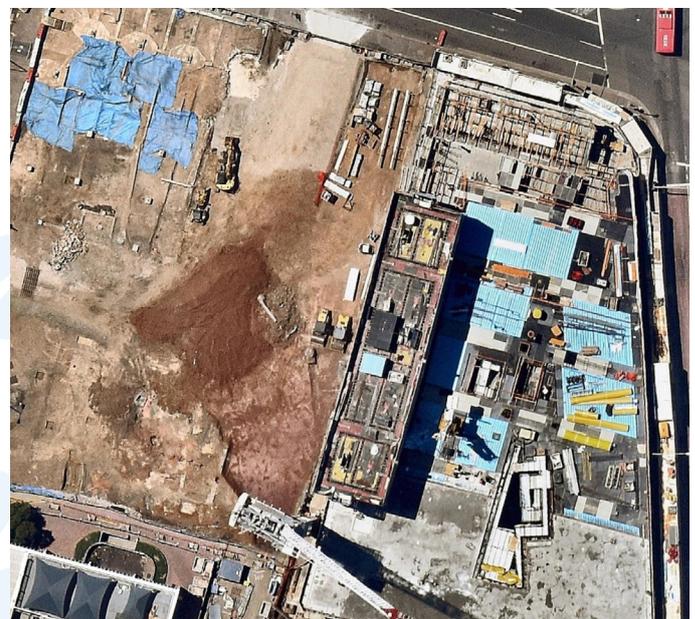
By reducing travel time and inspections at potential sites, **nearmap** has helped the business development team save 25 to 30 percent of time in their average work day to focus on other work.

“**nearmap** has been fundamental to our company’s growth over the last few years. It’s a critical asset to our business, helping us to grow rapidly, reduce staff workload and cater to more people in more areas. We look forward to further working with **nearmap** as we continue to grow our business,” concluded Newnham.

### making it easy for relief drivers

Tasty Trucks has also incorporated **nearmap’s** aerial imagery into the company’s Relief Driver app. Leveraging open APIs, Tasty Trucks can overlay the ‘pin’ feature from Google Maps, into **nearmap’s** aerial imagery to allow relief drivers to visually see their routes, stops and parking spots at a glance.

“The ability to pin every stop, including parking spots and routes, makes it really simple and easy for our relief drivers to pick up a new route whenever needed. This is a really valuable tool for us that will benefit not only our drivers, but our customers too,” concluded Newnham.





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nearmap



### at a glance

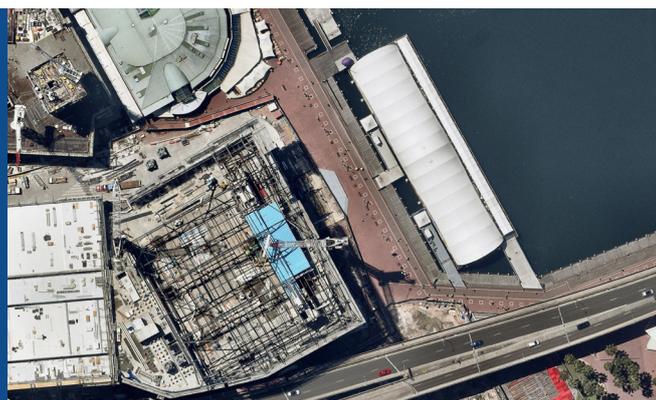
#### CHALLENGES

- Quickly and accurately locating new hot spots to grow Tasty Trucks sales.
- Respond to rapidly changing job sites to ensure routes are targeted and efficient.
- Maximise Sydney expansion with limited on the ground staff available.

### at a glance

#### SOLUTIONS

- **nearmap's** solution reduced the need to make physical site visits, saving the business development team 25 - 30 per cent of time in their average work day.
- **nearmap's** high definition flyover images provided a clear, holistic view to ensure routes are more targeted and efficient, to maximise sales
- Being able to access **nearmap** imagery from any device supported Tasty Trucks rapid business expansion and was instrumental in strategic plans launching its Sydney operations, from a remote location
- The ability to overlay data from Google Maps onto **nearmap** aerial imagery makes it easier for relief drivers to pick up last minute routes, see where they need to stop and where the best parking options are, ensuring uninterrupted services for customers



#### next step

To learn more about how **nearmap** can help you drive better operational outcomes for your organisation contact us today!

1800 632 762

[nearmap.com](https://nearmap.com)