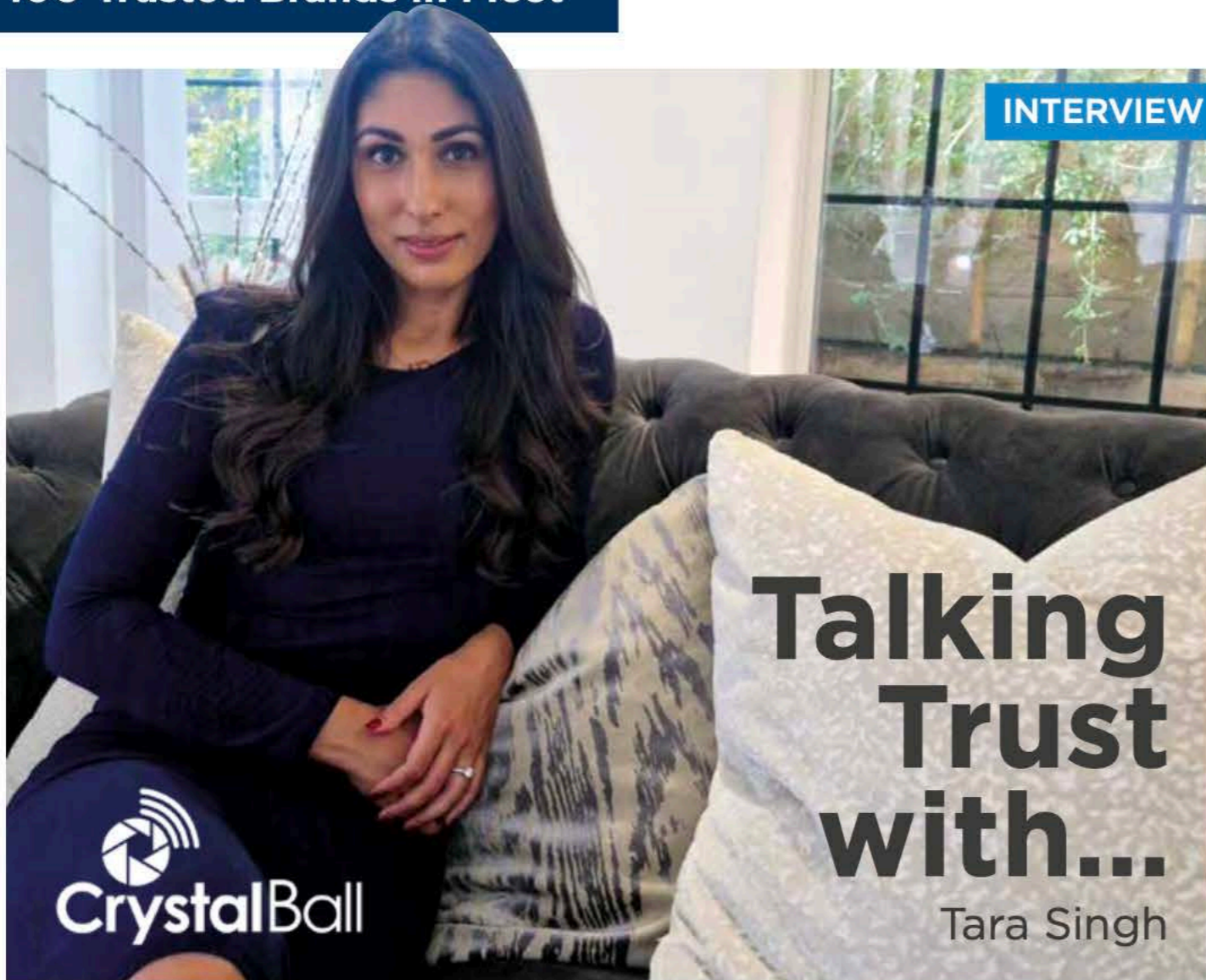


INTERVIEW



## Talking Trust with... Tara Singh

**Tara Singh - Business Development Manager for telematics expert, Crystal Ball - chats with 360 Media Group MD and co-founder, Ian Richardson, about all things Trust**

**an Richardson** Hi Tara, can you start by telling me what Crystal Ball does?

**Tara Singh** Crystal Ball is a multi-award-winning telematics provider. We develop innovative solutions that meet the needs of fleet managers and business owners who operate vehicles on a day-to-day basis.

**IR** So, what are your key products?

**TS** SmartCam is our core product, it was the first fully-integrated tracking and cloud-based dashcam solution in the UK. It's a complete fleet management solution, which tackles the challenges that most operators will face. It also incorporates a driver app for defect reporting, which is really important and an integral part of the solution.

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**IR** So what issues does Smartcam solve?

**TS** Blackbox vehicle tracking provides very limited data, it's not a smart solution and doesn't really provide adequate protection. It's yesterday's technology, but there are still so many fleets using this type of solution.

Smartcam operates on 4G which is imperative for future-proofing your fleet. 2G and 3G have been 'sunsetting', which some people may already be aware of, and we're seeing this impact many customers.

It results in a delay in data transfer, which means that the tracking system won't be recording correctly. That's something that's absolutely critical for a lot of businesses, like courier services who rely on real-time tracking data.

It was really interesting that the survey that 360 Media Group did, showed that two-thirds of fleets recognise this, but are yet to take action. I found that really surprising.

I can't stress enough how important it is this year for fleets to transition to 4G, to ensure the continuation of a reliable service.

So, managers really need SmartCam to manage their fleets effectively. Your tracking and dash cam solution needs to be integrated, it needs to be joined up. Implementing a standalone dashcam and a disparate tracking system is going to be really difficult to manage, and you need to be able to reliably and remotely retrieve the footage from the dashcam. In my opinion, standalone dashcams are ineffective for fleets - they're more of a consumer product. For example, retrieving footage from a fleet that's nationwide is going to be virtually impossible with a standalone dash cam. You may have issues with the SD card, the footage can corrupt, and it becomes a real headache for fleet managers to constantly monitor that. SmartCam combats that. It's a cloud-based solution, and SD card status is reported online, footage is retrieved remotely, so you don't need to access the vehicle - everything's managed through the portal.

With its multi-camera options, SmartCam also encourages safe and efficient driving, and creates a safer driving culture within a fleet, resulting in a lot fewer accidents. It also mitigates risk, protecting insurance premiums and helping to determine liability.

**IR** So, congratulations on Crystal Ball's nomination as one of the 100 Trusted Brands in Fleet, voted for by over 400 UK fleet managers.

So, I'm interested in how your brand has achieved such a trusting relationship with so many UK fleets.

**TS** We're a family-run business. It makes me very proud to say that my dad set Crystal Ball up over 15 years ago.

I think over that time, we've built trust by demonstrating that we really care about our customers. We adopt a customer-centric approach, and we really strive to be reliable. We want to provide a top-class service that customers are going to remember - we're always keen to deliver the very best service and support.

As a business, we're always evolving. Every year we invest in research and development, and we're really passionate about developing our products. Here at Crystal Ball, we don't want to become stale - we want to do the opposite, we want to stand out.

**IR** How do you demonstrate trust on a daily basis?

**TS** I think consistency is key. Once you have managed to reach a certain standard you have to maintain it. Offering a superb service one day, and



then a mediocre service the next is just not good enough. That approach makes it a real struggle to generate trust. So, I think it's critical to provide, not only a fantastic service, but one that's going to be consistent over time.

We also cultivate trust through the multiple awards that we've won over the years. This helps customers to have confidence in what we do and the products that we're selling. For example, our Smartcam won the 'Most Innovative Fleet Solution' award two years on the bounce, as the first integrated tracking and dash cam solution in the UK market. So, that's something we're really proud of, and something that develops trust.

I believe we've demonstrated our trustworthiness by listening to our customers and welcoming feedback.

It's so important that our solutions meet our customers' needs and requirements. In fact, many of the core features of our system have been borne out of customer feedback and requests that have led to bespoke developments.

**IR** What's the Crystal Ball customer experience like?

**TS** We offer a very tailored approach to each customer's individual's needs.

When you speak to us, you're talking to someone that you'll be developing a relationship with.

Often, when I bring a new customer on board, a common issue that they're facing with their existing provider is a simple thing, like not being able to get an answer, not getting a response or not knowing who to contact.

We're very different to that. We want to ensure that we offer a service that really stands out in the fleet industry. Our customers always know the person they're speaking to, and they build a relationship with that person. I think that's really important and helps to build trust.

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