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Brightdesk proposal for 22-van fleet; budget and sign-off

Ruth Adeyemi · Mon 23 Nov 2026, 10:12

Summary

Ruth confirmed the core problem is changes getting lost between the office and the vans — two missed deliveries last month — and she is worried about disruption during the switch-over. The moment you flagged was her budget answer: around forty thousand, but only if finance signs it off, and that means Martin, their finance director, decides rather than Ruth. You offered a weekend set-up with two weeks running alongside the paper sheets, and priced twenty-two vans plus the office at roughly forty thousand for the first year including set-up. You also drew a contrast with Northline on customer texts and on not charging per van. You agreed to send the proposal to Ruth and Martin by Thursday with the parallel run written in and a reference customer of a similar fleet size; they will decide by the thirtieth.

Key points

- Missed deliveries caused by changes not reaching drivers
- Currently paper job sheets plus phone calls to drivers
- Brightdesk pushes changes to the driver's phone and texts the customer
- Switch-over disruption is Ruth's main worry
- Also evaluating Northline
- Budget around forty thousand, subject to finance sign-off

Decisions

- Proposal will go to both Ruth and Martin with the two-week parallel run written in
- Decision expected by the thirtieth

Action items

- Send the proposal to Ruth and Martin, including the two-week parallel run
  You · Thursday (2026-11-26)
- Find a reference customer with a fleet of a similar size and include it
  You · Thursday (2026-11-26)
- Ruth and Martin to review the proposal and decide
  Ruth Adeyemi · the thirtieth (2026-11-30)

Promises

- Send the proposal to Ruth and Martin with the two-week parallel run written in
  You · Thursday
- Find a reference customer with a fleet their size
  You
- Decide on the proposal
  Ruth Adeyemi · the thirtieth

Written up by Xcribe. “You” means the person who recorded this conversation.