

CASE STUDY

California Towing

Company

- Largest towing company in Monterey Bay, Ca.

Industry

- Service

Challenge

- Improve routing efficiency
- Save on fuel costs

Solution

- @Road GeoManager iLM

Results

- Fast Return on Investment
- 40% increase in number of jobs completed per day
- 50% reduction in response times

Accolades

- Received a Quality of Service award from alliance partner

@Road GeoManagerSM iLM[®] Helps California Towing Increase the Number of Jobs Completed per Day and Reduce Response Times to Customers

Rarely does the addition of a new technology solution help a company to increase the volume of its business by as much as one third, but one Northern California firm has done exactly that. Using the @Road GeoManager service, California Towing, based in Monterey, CA, has increased the number of jobs it can perform in a single day by as much as 40 percent. The GeoManager service not only improves response times and operational efficiency but also gives California Towing significant business-reporting capabilities, which helps streamline invoicing, resolve disputes with customers and ensure the longevity of California Towing's vehicles and equipment.

On a daily basis, dozens of California Towing's tow operators respond to police requests for emergency calls and roadside assistance; rarely are the company's 60-75 daily calls scheduled in advance. Using the @Road mapping capabilities, company administrators easily locate and dispatch the driver nearest to a call as it is received.

By simply entering an address into the @Road Web site, the administrator instantly sees where the closest tow operator is in relation to that location.

Before using the GeoManager service, the company responded to police calls in about 15 minutes. Today, California Towing can consistently arrive at a site in as few as seven minutes. Using the location information provided by the GeoManager maps, California Towing maximizes the deployment of its tow operators in the field and efficiently routes them from job to job.

"@Road helps us increase the number of jobs per day by 30-40%, streamline invoicing and resolve customer disputes," said Henry Jones, owner of California Towing.

Increased Savings and Enhanced Customer Service

In addition to the mapping reports used to manage its tow operators, California Towing takes advantage of GeoManager reporting

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CASE STUDY

continued

capabilities by reviewing two reports that are part of the GeoManager service—Messages and Vehicle Maintenance—on a daily basis.

Message Reports are a daily collection of two-way text messages sent between administrators and mobile workers. At the end of the day, California Towing is able to match its Message Reports to its dispatch logs so it can know when messages were sent from an administrator to a worker, and when the tow operator received and acknowledged the message.

California Towing uses GeoManager Vehicle Maintenance reports to manage the service records of each tow truck by monitoring oil change cycles, as well as to set up maintenance cycles for tires, transmission and brakes for its fleet of vehicles.

Information provided by the GeoManager service also ensures accurate invoicing and helps resolve customer disputes. For example, @Road reports include the time a

driver was dispatched, when they arrived on the scene and when the load was brought back to storage. If a customer receives a bill that exceeds expectations, California Towing can verify how much time was spent at the scene and why.

Accuracy in managing time spent per call is also important to law enforcement. Owners of towed vehicles sometimes complain to the police that they've been overcharged for the tow.

"All law enforcement calls require justification of time, which @Road provides for us," said Jones.

Police can request a report from California Towing that shows everything from the time and location of the pickup, to how long it took to get to the garage, to when the vehicle was delivered. These @Road reports prove that billing was accurate, saving both California Towing and the police department the time and expense of researching this information.

Satisfaction: Company and Customer

Prior to using @Road, California Towing tried to use pagers to manage its growing workforce. But the company knew it needed a solution that would allow it to better manage its mobile workforce, provide location information and reporting, and easily scale as the company grew. @Road offered a more complete package over competing solutions, including GPS, reports, mapping and two-way text messaging.

As a result of using the @Road service to increase the number and efficiency of roadside service calls, California Towing received a Quality Service Award from Cross Country, one of five motor clubs with which California Towing has partnered.

According to California Towing, @Road has enabled it to better control costs associated with managing its mobile workforce and assets, more quickly dispatch workers in the field and provide outstanding customer service—all while adding revenue to the bottom line.

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About @Road

@Road, Inc. is a leading global provider of solutions designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries. @Road delivers Mobile Resource Management (MRM) solutions in three key areas: Field Force Management, Field Service Management and Field Asset Management.

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