

## Discovering New Applications for Real-Time Information: The Reinhold Electric Story



### Preserving a Legacy of Quality

**Company Name:**  
Reinhold Electric, Inc.  
**Location:**  
St. Louis, MO  
**Industry:**  
Electrical Contracting  
**Fleet Size:**  
100  
**Customer Since:**  
2006

Reinhold Electric has earned a reputation for quality and customer care in more than 30 years of serving the greater St. Louis region. They offer commercial, residential and industrial electrical contracting services to parts of Missouri, Illinois and Kansas. With a fleet of over 100 vehicles (*including vans, boom trucks, dump trucks and cars*), theirs is a recognized and prominent name in and around the Gateway City.

Wayne Becker has been with Reinhold for 21 of those 30 years and needs to stay in touch with what his drivers are doing in the field on a daily basis. “We brought in Navtrak two years ago because we thought it would save us time and money and gas,” Becker said. “But we didn’t realize it would also help us with interstate tax reporting, customer service and keeping track of the equipment we rent, such as electric generators.”

Often a specific incident happens that gets an organization thinking about keeping track of their fleet activity – a stolen truck, a false accident claim, an employee going missing during a busy work day. But according to Becker, for Reinhold it was simply a general intuition that knowledge of real-time vehicle activity would lead to greater efficiency.

“About two years ago we realized that we could take better care of our customers if we had accurate information about our technicians’ whereabouts,” he explained. “So we got in touch with Navtrak, put the system in and immediately noticed a huge difference. Our customers noticed it too – complaints about our guys not getting there on time and not spending enough time on the job have gone way down.”

### Different Uses for Real-Time Information

One of ways that Reinhold has discovered Navtrak saves them money is through keeping track of equipment. Besides the electric generators, Reinhold also installed GPS units on their scissor lifts – “which has paid off nicely for us,” Becker commented, “because in the past there have been times where they sat for a month on a job site and no one had a clue where they were. We wasted a lot of time looking for them, and other jobs were delayed because of it.”

Navtrak has also helped to simplify their interstate fuel tax reporting, according to Becker. Previously drivers would have to let Becker know how many miles they’d driven in other states and he’d put together a report for tax purposes. Now, he simply generates a Navtrak IFTAssist State Mileage report with a few clicks and is done. “It’s saved a lot of time for both me and our drivers,” he said.

But where the system has really paid off for Reinhold Electric, Becker notes, is the way in which it’s changed how they interact with their customers. “The great thing about it is that it goes both ways. It used to be that when a customer complained about one of our guys not being there long enough, we would basically have to accept what they said, and sometimes we’d have to knock off of their bill. Now we let them know that we have the GPS reports and they show exactly when and where our guys were there. And we don’t get very many complaints like that anymore. But on the flip side, we can let our customers know when we’ve made a mistake.”

### The Bottom Line

For Reinhold Electric, the versatility and dependability of Navtrak has translated to a new level of efficiency – and a means of ensuring customer loyalty. Both are high priorities for their company, Becker told us. “Just about everybody in our office has it up and running, because the information is helpful to them in some way... our president, our payroll person, our estimators and project managers... we all use it, because so much of our business relies on what’s going on out in the field. We can’t afford to let that slide.”

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- Wayne Becker  
Reinhold Electric, Inc.

## Driving Business Success