

Real-Time Information Inspires ‘Whole New Level of Thinking’: The Service Today Story



Company Name:

Service Today

Location:

Easton, MD

Industry:

HVAC/Electric/Plumbing/Pool

Fleet Size:

35

Customer Since:

2006

Service Today is a multi-million dollar contractor selling and servicing HVAC, electrical, plumbing and refrigeration systems, as well as pools and spas, all along the Delmarva Peninsula (MD, DE, and VA). As their name indicates, Service Today’s top priorities are customer care and timeliness – if either of these are lacking, it undermines their entire mission.

As Service Manager overseeing a fleet of 35 vehicles, Randy Bosley understands the way in which small inefficiencies here and there can have a negative impact on profitability. “Our guys take their vehicles home with them on nights and weekends, so between work hours and off-hours, most of the time we had no idea where our trucks were. We realized we could be losing a lot of money on things we could easily change, but there was no way to pinpoint it,” he said.

Fuel costs were another major issue for Service Today, Bosley notes. “Since the prices kept rising (and still are), we needed to get our arms around exactly how much fuel we were using,” he said. And since their drivers live all along the Eastern Shore and their service area extends from Maryland to Virginia, vehicles were going all over the place without anyone examining their routes for inefficiencies. “The amount of fuel we used per month was staggering,” recalled Bosley.

Bosley was charged with finding a way to measure more of the fleet’s activities to make it more efficient and, ultimately, more profitable. After doing some web research, he thought that a GPS tracking system made sense, “though it wasn’t until we had put in the Navtrak system that I really understood the power of information in terms of running a fleet. We had a few problem areas we wanted to address – but what ended up happening was that the system made us look at our entire operation in a new way.”

Business challenges Service Today faced:

- **Dispatching inefficiencies** – Previously, Service Today was using a dispatching software program that listed each driver and the jobs they had assigned to them – “but without looking at a map,” Bosley said, “you didn’t have any way of knowing how far certain jobs were from another, so you didn’t think about how much driving was required of each driver. As a result, guys were spending way too much time getting from job to job.”
- **High fuel costs** – As mentioned above, fuel costs were “becoming a big problem” according to Bosley. “When you combine the amount of time it took our guys to get to jobs – at an average rate of \$25 per hour -- and the amount of fuel they were using as well, we were really losing some serious money.”
- **Lack of operational visibility/accountability in the field** – Since their dispatchers weren’t tracking their drivers on maps, Service Today had no idea what was going in the field unless they reached them on cell phones. And they always had to take it on faith that their drivers were where they needed to be, for the right amount of time.

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- Randy Bosley

Service Manager
Service Today



Driving Business Success

Benefits Navtrak has delivered:

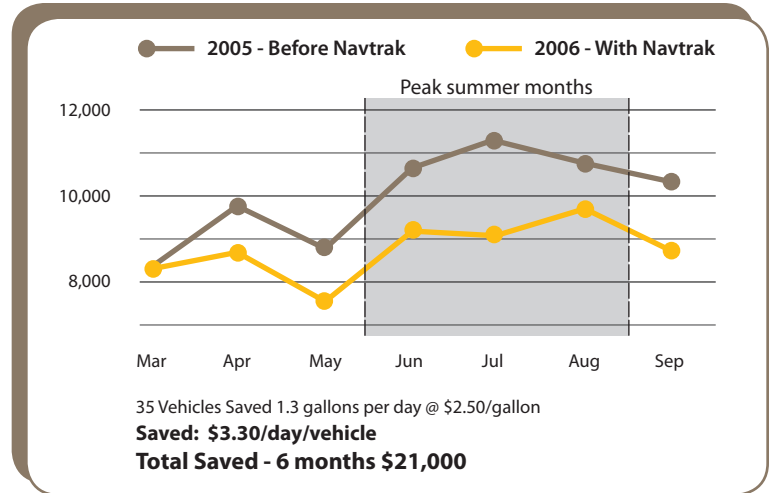
- **ROI from fuel savings alone** – Because Service Today keeps good records of important fleet metrics such as fuel usage, they were able to see exactly how much fuel they were using before and after installing the Navtrak system. They were thrilled to find that Navtrak was saving them an average of 1.3 gallons of gas per day, per vehicle – and that this new efficiency added \$21,000 back to their bottom line over the first six months of use.

- **Vastly improved dispatching** – Bosley reports that their dispatchers can now do a much more effective job of locating, routing and helping drivers with Navtrak. “It’s a huge savings for our dispatchers in terms of time and effort,” he said. “Our guys are now getting to where they need to be sooner, which means they’re getting off of the clock sooner, saving us money. And when customers call in, we have an answer to their questions immediately. In fact, everyone in our office has Navtrak on their machines, so that anyone can answer questions about deliveries or service calls.”

- **A new and more efficient parts delivery system** – After installing Navtrak, Bosley decided to hire a parts delivery person to bring his technicians the parts they need, rather than having them come back in to collect them. “This new position we created has totally changed the way we run things. Because the system tells us where all of our guys are in real-time, we can get the parts to them as needed, and save a ton of down time – not to mention fuel, vehicle wear-and-tear, etc. And this has allowed them to get more jobs done in an 8-hour day, so in the end, we’re making more money. None of this would have been possible without Navtrak. Getting some of that time back and exchanging it for actual work performed has been one of the most important benefits we’ve received from using the system.”

- **Inventory control** – “It’s truly amazing what the information Navtrak has given us has led to,” Bosley mused. “Because we now have people taking parts directly to our guys in the field as they need them, we are able to order only what we need. We no longer have to stock a certain number of parts on our shops shelves and hope they will all be used. In addition to that, guys were supposed to sign out every little part they would come in and take from the shop, but the reality is, most of them would come in, take their parts and go. And so we wouldn’t know what our inventory levels were. In the end, we ended up writing off a substantial amount of inventory because we didn’t know where it went. So that’s another savings we’ve gained along the way.”

Bosley sums it all up this way: “The bottom line is, Navtrak has helped us move to a whole new level of thinking about our business. We bought the system to take care of the inefficiencies we knew were taking place in the field, but couldn’t measure... but soon realized that the information it provides us with is where the real value lies. It’s not just about fuel savings or making sure we know where our guys are – it’s much more than that. The system has actually made Service Today into a much more efficient, more profitable operation. It hasn’t just met our expectations – it’s totally exceeded them.”



GPS-Based Management Tools for Businesses with Mobile Workforces

