

# Field Services

Utilities



Electrical services provider cuts costs with turn-by-turn directions



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- Luke Wade, Manager

## BENEFITS OF TELENAV

### • Time and money savings

TeleNav Track’s turn-by-turn GPS navigation allows Brown Electric to save time and reduce fuel expenses.

### • Improved customer service

With TeleNav Track, Brown Electric’s employees work faster and more efficiently, improving customer service.

### • Efficient tracking and dispatching

TeleNav Track enables Brown Electric to closely monitor its field employees and accurately assign jobs based on their exact locations.

### • Fast emergency response

Brown Electric can quickly respond in emergency situations, using TeleNav Track to easily find the employees closest to the scene.

driving efficiency of employees as well as enhance dispatching operations. In addition, Brown Electric needed a solution that could be used with its existing wireless devices.

## CHALLENGE

Brown Electric’s profitability is directly tied to the success of its mobile workforce. While these employees bring valuable skills and talents, their wages have been on the rise. Material prices have also increased. To manage these rising costs, Brown Electric needed to proactively manage its mobile workers while still providing quality customer service.

Previously, the company had no efficient way to monitor its mobile employees. When a new job came in, dispatchers had no way to quickly determine who was closest to the customer site. And drivers were left to their own devices to get directions to the job site.

## SOLUTION

With TeleNav Track, the mobile employees utilize turn-by-turn voice-activated driving directions from their mobile phones, saving time when navigating to the job site. The system’s Favorite Location feature allows users to store and recall commonly used addresses at a moment’s notice.

In addition, GPS tracking gives management a clear view of operational productivity and current locations of its workers. By knowing the exact location of every employee in its mobile workforce, Brown Electric can easily dispatch mobile assets and employee services to appropriate locations.

Brown Electric employees readily accepted the new solution. Management was pleasantly surprised by how technology-savvy its employees were which made deployment fast and simple.

## RESULTS

The real-time snapshot that TeleNav Track provides has yielded significant results for Brown Electric including improved customer satisfaction, reduced operating expenses and increased employee accountability.

“The easily accessible navigation options of TeleNav Track have become invaluable assets for our employees,” said Luke Wade, Manager of Brown Electric. “The turn-by-turn directions are easy to follow and save employees a considerable amount of time when trying to get to a location.”

“While workers are saving time and increasing productivity, the company has saved on costs and is able to provide even better customer service,” said Wade. “We can now determine the closest craftsman or safety professional to an emergency location and dispatch accordingly, something we weren’t able to do before implementing TeleNav Track.”

### How can we help your business?

For more information contact us.

[www.telenavtrack.com](http://www.telenavtrack.com)

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## SITUATION

Based in Dunbar, West Virginia, Brown Electric has spent over 30 years earning a reputation of providing quality industrial and commercial electrical services to its customers throughout the United States. High specialty labor costs and rising material prices have increased the company’s need for real-time GPS data. With an amplified focus on effectively managing its mobile workforce, Brown Electric needed a system that would allow them to improve the