

# Transportation

Freight company keeps tabs on its trucks and reduces corporate risk with TeleNav Track



## BENEFITS OF TELENNAV

### • Improved safety and compliance

Detailed reports and an understanding of truck locations enable management to adhere to government and corporate policies, thereby reducing risk of legal penalties and other fines.

### • More efficient service

Cooper can now give more accurate delivery times, and can deliver more efficiently by always using the closest truck.

### • Time/cost savings

Employee time is more productive: drivers' are now monitored and drivers have immediate access to accurate directions. Company estimates annual savings of over \$40,000.

## SITUATION

The rapidly-growing Cooper Freight, a regional truck-load carrier serving the Midwest, has over 80 trucks, and it was becoming clear that management needed to keep closer tabs on its fleet. With more drivers and a larger region to cover, it was increasingly difficult to provide accurate delivery times and to dispatch the closest truck.

## CHALLENGE

Several troubling instances revealed that Cooper Freight didn't have enough information about where its drivers were at all times. "We had some drivers show up with a load eight hours ahead of schedule, which means they were breaking DOT regulations and leaving us open to charges and legal action" says owner Mark Cooper. Many general inefficiencies were also identified. Inexperienced drivers taking too long to make deliveries, trucks being sent from afar when a closer driver was available, and employees spending a great deal of time finding their destination.

## SOLUTION

Cooper turned to TeleNav Track to get a handle on its fleet. "Our trucks cover a large area, and we need to know where they are," says Cooper. "A lot of new drivers are coming into the industry, and supervision is especially important for them. They behave better if they know somebody is keeping an eye on them."

Cooper's drivers now use TeleNav Track. As a result, the company knows the location of each truck at every moment. "We can more accurately pinpoint the arrival time for a delivery, and we can see right off which truck is closest to a pick-up," says Cooper. "And when a truck breaks down or gets in an accident, we can get help to

him right away because we know precisely where he is." Cooper notes that when one of the trucks broke down 30 miles from a service facility, TeleNav Track enabled them to direct the tow truck to the spot on the freeway interchange where the driver was waiting.

*"It paid for itself twice in the first month"*

- Mark Cooper, Owner

## RESULTS

The switch to TeleNav Track has been popular with management and employees alike. The firm has been able to reduce the risk of violating governmental regulations, thereby avoiding thousands of dollars in fines. Cooper adds, "In this line of business, we cannot afford to be exposed to any legal risks. TeleNav Track helps protect us."

Also, the company calculates that it is saving over \$40,000 a year because of time tracking, saved mileage, faster response and easy navigation. "It paid for itself twice in the first month," says Cooper. "Plus, we didn't have to pay a big upfront cost, install any software or equipment or sign any long-term contracts. We just go month to month and that works fine by me."

**How can we help your business?**

For a free consultation contact us.

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