

Transportation



Trucking company replaces GPS solution with TeleNav Track and saves \$61,000 per year



BENEFITS OF TELENAV

• Cost savings

TeleNav Track makes tracking affordable, saving Peninsula Trucking \$65 per unit per month and \$61,000 per year, an incredible return on investment.

• Increased customer satisfaction

TeleNav Track helps drivers get their deliveries to customers dependably and on time. Increased reliability means happier customers, repeat business and a growing bottom line.

• Easy reporting and tracking

With TeleNav Track, real-time tracking and reporting are easy. Gathering data from the field is simple and fast.

• Flexible dispatching

TeleNav Track enables dispatchers to know exactly where drivers are and what they are doing. Dispatchers can locate drivers when they need them to make route and timetable adjustments instantly on the fly.

SITUATION

Florida-based Peninsula Trucking has grown to become the largest dedicated LTL (less than load) foliage carrier in all of Florida, with 79 drivers, 85 tractors and 100 trailers doing business from coast to coast and all points between. Peninsula Trucking must keep close tabs on customer deliveries as well as help its drivers reach their destinations quickly, safely and efficiently. At the same time, the company can never lose sight of its most important asset—its customer base.

CHALLENGE

Peninsula Trucking provides professional, on-time, safe, reliable deliveries, with services tailored to each individual customer's needs. Keeping tabs on fleet, cargo and drivers is a logistical and financial challenge. For Peninsula Trucking to be the most cost-effective foliage carrier, it must maximize utilization of its resources. These days, when fuel prices are rising, that is no easy matter.

SOLUTION

Peninsula Trucking chose TeleNav Track because it can do everything a satellite-based GPS solution can, but for a lot less money. "Satellite is very expensive," says Michael Rowe, comptroller. "TeleNav Track makes tracking more affordable." Whether a truck is in Miami, Orlando, Jacksonville or halfway to California, TeleNav Track keeps tabs on it 24/7/365 without breaking the bank. Because TeleNav Track works on a mobile phone, Peninsula Trucking did not have to make a huge capital investment to hardwire and install new equipment into every truck in its fleet. TeleNav track is easy to use, too, with no steep learning curve. "Drivers are handed a mobile phone, and off they go." Because TeleNav Track is easily

managed through a Web portal, there was no software to install on Peninsula Trucking's computer systems. The system was up and running almost immediately, allowing Peninsula Trucking quick access to comprehensive alerts and reports it needed to keep its business rolling smoothly and efficiently.

"Satellite is very expensive. TeleNav Track makes tracking more affordable. Drivers are handed a mobile phone, and off they go."

- Michael Rowe, Comptroller

RESULTS

Peninsula Trucking's goal is to become the premier LTL foliage carrier in the market. By making tracking, reporting and navigation more affordable, Peninsula Trucking has realized \$61,000 in annual savings with TeleNav Track. With these savings, Peninsula Trucking can invest in new equipment and creative techniques to improve and expand services for its growing customer base. TeleNav Track is a win-win for customers, management and drivers.

How can we help your business?

For a free consultation contact us.

www.telenavtrack.com

1 88 TeleNav 2 (1.888.353.6282)

