

# Field Services

Automotive



Automotive accessories company improves employee accountability with TeleNav Track.™



## BENEFITS OF TELENNAV

- **Improved employee accountability**

Armor Deck now knows where its drivers are at all times, improving accountability.

- **Attentive customer service**

By tracking its drivers, Armor Deck can provide customers with better estimates of arrival times.

- **Instant communication**

With TeleNav Track and phones with a push-to-talk feature, Armor Deck replaced antiquated and inefficient pagers.

- **Reduced fuel expenses**

By monitoring its drivers' speeds, Armor Deck has saved on fuel costs.

improve accountability and to provide customers with more precise estimated arrival times. Second, communication was also lacking as the company's pagers were not effective in providing immediate communication. Finally, Armor Deck wanted to improve fuel efficiency by monitoring speeds and providing its drivers with GPS navigation.

## SOLUTION

Armor Deck first started looking for a GPS system over five years ago. At that time, most systems were hardwired into the vehicles, which made them cost prohibitive. The company then discovered TeleNav Track, which operates on cell phones, eliminating the need for antiquated pagers. Armor Deck chose to use phones with a push-to-talk feature to further improve communication. "Our deciding factors were function and cost," said Ruben Castillo, general manager of Armor Deck. "Every month we get back the nominal investment we put into it."

With TeleNav Track, Armor Deck has seen a reduction in fuel expenses. "The biggest cost benefit we have seen is the conservation of fuel. Drivers are no longer speeding which means we are now paying much less for fuel," said Castillo.

The company can also monitor its drivers' activities closely, improving employee accountability and reducing payroll expenses. "With TeleNav Track, we know that our employees are doing what is expected of them. Our efficiency has improved with drivers knowing that we can monitor them," said Castillo.

Furthermore, TeleNav Track enables Armor Deck to provide customers with estimated

arrival times, an essential tool in a demanding market. "People have a real need to know when their product is going to arrive, which means our estimated arrival times must be accurate," said Castillo. "TeleNav Track helps us make this commitment to our customers."

In addition, Armor Deck appreciates how easy the system was to implement. "We just opened the box and started it up," said Castillo. "TeleNav came over and connected us to the back-end site, and that was it. We were ready to go."

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- Ruben Castillo, General Manager

## RESULTS

Although it has already received many significant benefits from TeleNav Track, Armor Deck continues to see improvements. "It's a win-win for me," said Castillo. "TeleNav Track solves so many issues and continues to help us out in so many ways."

## SITUATION

Founded in 1984, New Jersey-based Armor Deck provides bed liners, spoilers and other accessories for cars and light trucks. The company's 50 employees serve a customer base of approximately 1,800 in 13 states. In an industry that has become increasingly demanding with customers seeking same-day service, Armor Deck has had to improve operational efficiencies to remain competitive. The company looked to TeleNav Track to help monitor employees and improve communication.

## CHALLENGE

Since Armor Deck has such a large distribution area to cover, having quality GPS data is important for several reasons. First, the company wanted to know where its drivers were at all times to

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