

# Field Services

Fleet Dealer



Route 23 Ford boosts productivity by up to 20% with TeleNav Track.

## BENEFITS OF TELENNAV

- Productivity boost**  
 Route 23 Ford finds better productivity and completes an average of 15% more jobs per week.
- Efficient dispatching**  
 With increased driver visibility, dispatching is done efficiently, saving time and money.
- Cost savings**  
 Route 23 Ford has cut waste in fuel and man-hours, saving money and improving profitability.
- Fast customer service**  
 With parts more readily available, cars can be returned to their owners sooner.

Previously, the company had no idea where its drivers were at any given time. This made it extremely difficult to determine the most appropriate driver to complete unexpected deliveries. With inefficient dispatching, the company was wasting valuable man-hours and fuel.

The company also had no efficient way to hold its drivers accountable, an important factor when transporting high-value vehicles for the NYPD and FDNY.

## SOLUTION

In 2006, Route 23 Ford implemented TeleNav Track and noticed immediate improvements in fleet productivity. Now, dispatchers know exactly where drivers are and can re-direct them as needed. This saves drivers' time and cuts unnecessary mileage and fuel waste.

"In my 30 years in this business, it has always bothered me that there was no way to find drivers and not waste their time," said Mark Steindler, Parts Manager of Route 23 Ford. "I saw what TeleNav Track could do and liked it so much I bought it on the spot."

In addition to finding significant savings in fuel and labor, Route 23 Ford completes more jobs in a day as well as provides faster customer service. "Our productivity has improved by 10-20%," said Steindler. "And since we can get parts faster, our customers get their cars back sooner." These quick turnaround times improve the company's customer service potential.

Not only has Route 23 Ford eliminated costly guesswork, it has also increased employee visibility. Such added insight into drivers' activities is key to holding them accountable and improving the security of customers'



high-value vehicles and equipment. Robust reporting tools also help improve employee accountability. Managers can print driver activity reports for employee evaluations.

"Our productivity has improved by 10-20%."

- Mark Steindler, Parts Manager

## RESULTS

In an industry such as the automotive industry that is facing challenging times, Route 23 Ford generates significant value from a GPS solution that boosts productivity day in and day out. "We need to be as cost-conscious as possible in this economy," said Steindler. "TeleNav Track has allowed us to cut fuel waste and keep better track of our drivers, giving us significant savings and driving our profitability. We are happy with TeleNav Track for these reasons and many more."

## SITUATION

Based in Butler, New Jersey, 30 miles outside of New York City, Route 23 Ford is the nation's largest government fleet dealer. The company's customers include the City of New York (which includes the NYPD and FDNY) and the Port Authority (of New York and New Jersey). The company's parts department delivers auto parts throughout the region and offers pick up and delivery service for vehicles needing service. With nine drivers, each completing as many as 90 jobs per week, the company needed a GPS solution that would improve employee visibility.

## CHALLENGE

Route 23 Ford serves an area that extends as far south as Philadelphia and as far north as Massachusetts. With such a wide service area, the company needed an efficient way to track and dispatch drivers.

**How can we help your business?**

For more information contact us.

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