

Field Services

Landscape Service



Landscaping company saves up to \$88,000 per year with TeleNav Track™.

BENEFITS OF TELENAV

- **Improved accountability**
TeleNav Track allows management to track employee locations and improve timecard accuracy.
- **Cost savings**
Without reliable GPS tracking, Fine Earth Landscape was losing up to \$88,000 per year in labor costs.
- **Improved communication**
TeleNav Track helps reduce the language barrier between English-speaking designers and Spanish-speaking foremen.

SITUATION

Founded in 1977 and based in Poolesville, Maryland, Fine Earth Landscape Inc. provides award-winning landscape design, installation and maintenance services throughout Maryland, Washington, D.C. and northern Virginia. Given the current economy, Fine Earth Landscape evaluates every dollar. With labor being their greatest expense, the company looked to TeleNav for a GPS solution that would improve employee accountability and save labor costs.

CHALLENGE

Fine Earth Landscape's policy allows crewmembers to stop for a 15-minute break on the way to a job site while still on the clock. Crewmembers are also entrusted to clock in and out from the job site. Yet, management wondered whether crewmembers were taking undue advantage of these freedoms. Compounding these concerns, the company had installed an expensive, yet unreliable GPS solution that required managers to download the data from each unit at the end of every day.

SOLUTION

Now, with TeleNav Track, Fine Earth Landscape has a reliable, inexpensive and near real-time solution that allows them to closely monitor the whereabouts of employees. By improving employee accountability, the company has significantly reduced labor costs.

"By cutting back on extended morning breaks, we save as much as \$44,000 a year," said Bernie Mihm co-owner of Fine Earth Landscape. "And we're able to ensure that crew members stop at a store on their way to a job site rather than going out of the way."

The company can also be assured that crewmembers accurately clock in and out from the customer's remote job site. In one instance, TeleNav Track located an employee already at his home at 6:30 pm, indicating that he had left the remote job site at about 5:00 pm. However, he reported on his timecard that he clocked out at 6:30 pm. "By saving even 15 minutes a day with our 44 crewmembers, we save as much as \$44,000 per year."

What's more, the company's previous GPS solution frequently broke down. To prevent crewmembers from turning the devices off, Fine Earth implemented TeleNav Track LITE, which cannot be disabled. And while the previous solution required managers to physically download data from every device, TeleNav Track provides GPS data in near real-time and requires no regular maintenance.

TeleNav Track also improves employee accountability. Now that employees know management can locate their whereabouts, they are much less likely to modify their timecards or take extended paid breaks.



In addition, designers and managers may quickly locate crews. Rather than wait for a foreman to return to his truck to answer his radio, designers and managers can look him up on TeleNav Track. This also reduces the language barrier between Spanish-speaking foremen, and English-speaking designers and managers.

"By cutting back on extended morning breaks, we save as much as \$44,000 a year."

- Bernie Mihm
Co-owner of Fine Earth Landscape

RESULTS

TeleNav Track provides Fine Earth Landscape with the benefits of a GPS solution at a lower cost than many other solutions. Combined with significant labor savings, Fine Earth sees a high return on its investment.

The company also appreciates TeleNav customer service. "There is no comparison," said Mihm. "Our representative quickly works to resolve any problems we have. She was the one who recommended we switch to the TeleNav Track LITE to avoid the disabling problems we had. We're extremely pleased."

How can we help your business?

For more information contact us.

www.telenavtrack.com
1.877.676.2679