

Case Study

Giving Customers Better Service Through GPS Equipment Tracking



RasTrac[®]



Table of Contents

Contents

3. Section I: Introduction

4. Section II: The Problem with User-Unfriendly GPS Solutions

An Unfriendly Interface

A Lack of Support

5. Section III: How Rastrac Changed Things

1- More Trackers

2- Increased Recovery Rates for Company Assets

3- Peace of Mind for Rented Equipment

4- Improved Customer Support

What Challenges Has Fleet Maintenance of Texas Faced in Implementing Rastrac's GPS Fleet Management Solution?

8. Section IV: Conclusion

More Than Just Dots On a Map

9. Additional Resources

Introduction

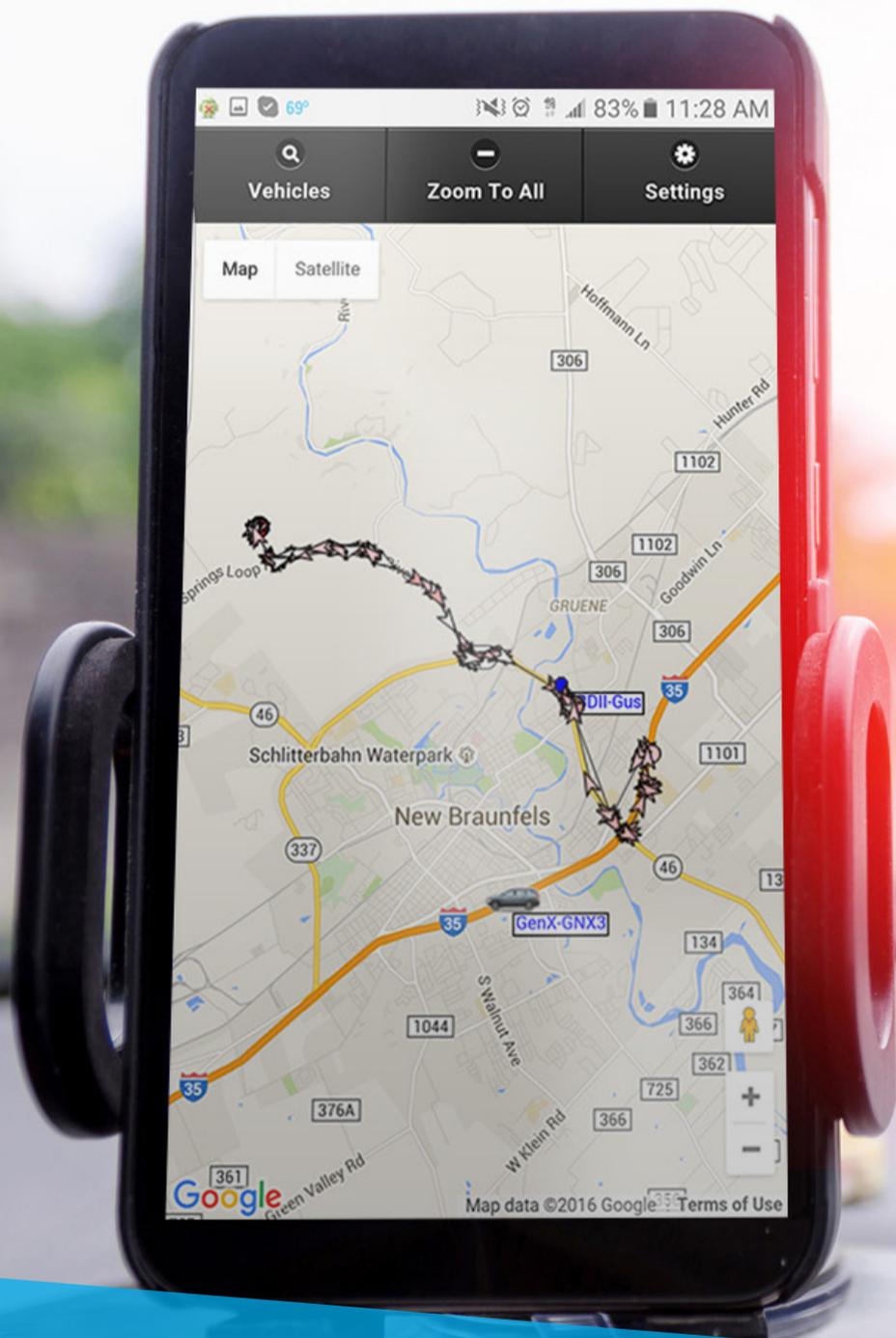
There are a lot of companies out there that think all GPS tracking solutions are the same; that they're just "dots on a map." However, this simply isn't the case.

Over the last few decades, GPS tracking technology has come a long way, becoming more accurate and versatile as GPS trackers and their support systems become more and more sophisticated.

The issue is that not all companies that offer GPS tracking services have kept up with these advancements in technology or, possibly worse, they haven't done much to make their systems user-friendly.

This was the case for Wayne Francis, the Operations Manager of Fleet Maintenance of Texas as he tried to use GPS trackers on his company's fleet of maintenance service trucks. This Texas-based company specializes in equipment rental and maintenance for commercial-class vehicles for companies operating in their home state.

What were the challenges that Wayne ran into, and how did he overcome them? Read on to find out:



The Problem with User-Unfriendly GPS Solutions

Wayne Francis has been a part of the Fleet Maintenance of Texas family for about 33 years. When he joined the company, he was a tech working on trucks and trailers, working his way up the ranks through hard work and dedication.

10 years ago, when Wayne took over the position of Operations Manager for the company, he was looking for ways to boost the productivity of the company's mobile maintenance teams and sales force. GPS tracking seemed like a good idea for tracking sales vehicles and service truck activity and making sure that they were staying on task.

An Unfriendly Interface

The problem was, their old GPS system was sorely lacking in user-friendliness. The old system that the company had been using was complicated and cumbersome, and many within the company simply ignored it since it was so hard to use.

So, there was nobody in the company to help Wayne use this tracking solution that Fleet Maintenance of Texas had "used" for years.

A Lack of Support

It was Wayne's first encounter with GPS tracking software, and nothing about the system was intuitive. So, Wayne called his GPS provider for service and support... only to get told that he should wait for someone to call back with an answer to his question.

At the time, Fleet Maintenance of Texas only had about four or five tracking devices, and their service provider didn't have any local support. When Wayne did get an answer, he was given upsell messages about specific features of his GPS system instead of the help using the software that he was asking for.

Eventually, Wayne decided that if he couldn't get his current GPS provider to help him out, he'd go with another one, one that would provide a solution he could use.

Enter Rastrac...



*Sorely lacking in
user-friendliness*

How Rastrac Changed Things

When Wayne first contacted Rastrac for a GPS tracking solution, he was looking for just a couple of things:

- A GPS solution that worked
- Service & support that would walk him through using the software

That Rastrac's sales reps were willing to sit down and walk him through the software was one of the biggest changes for Wayne. Up to this point, the GPS company that Wayne had been working with treated him as a low priority because he only had a few trackers.



As Wayne Himself Said

"My experience with Rastrac has been totally positive... the software is user-friendly and Rastrac has made changes on a regular basis to keep up with the ever-changing technology environment."

Making GPS easy to use made an enormous difference for Fleet Maintenance of Texas. How big?

Here are a few of the changes that have happened since FMT started using Rastrac:

100%
Recovery Rate

1- More Trackers

Part of the reason that Fleet Maintenance of Texas only had 4-5 tracking devices with their old company was they were so hard to use; the company didn't see much value in them.

Rastrac's GPS fleet management system was so much easier to use that the company began to see real benefits from using GPS tracking, enough to greatly expand their use. Now, Fleet Maintenance of Texas has **more than 80 GPS devices** mounted on their service trucks, rental generators, trailers, and other key equipment.

2- Increased Recovery Rates for Company Assets

On a couple of occasions, Wayne has had to go out and recover company-owned assets. With Rastrac, Wayne's successful recovery rate is 100%.

This gives Wayne peace of mind so that he doesn't have to panic when company assets go missing.



I am "one of the most spoiled people on the face of the Earth with this GPS technology."

How RASTRAC Changed Things (cont.)

3- Peace of Mind for Rented Equipment

One of FMT's major businesses is the rental of specialized equipment such as generators and refrigerated trailers. Most of these items are meant for storage & use in the state of Texas, not for travel across the country.

These items can be very expensive to replace, which can create trust issues with the organizations that Fleet Maintenance of Texas rents their equipment to. More than once, FMT has had a signed agreement with a client saying they were taking their rented equipment to Austin, only to find that their equipment ended up traveling to Oklahoma.

Rastrac's GPS tracking solution not only lets the FMT team see exactly where their equipment is and where it's been, it can track:

- 1 Door openings/closings
- 2 Travel speed for equipment
- 3 Equipment activation
- 4 Equipment diagnostics (power, temperature, etc.)

Time after time, Wayne's team have found the alerts for when equipment goes out of bounds or is off-temperature particularly useful.

With this information, FMT has greater control over their assets in the field. This, in turn, means more peace of mind for their operations team.

4- Improved Customer Support

One unexpected side effect of using Rastrac's GPS tracking solution was that it helped to improve FMT's own ability to help their customers.

Using the remote diagnostic capabilities of Rastrac's GPS solution, FMT is able to monitor key performance statistics for their rented equipment, including power generators and refrigerated trailers.

On several occasions, Wayne has been able to get alerts when a piece of equipment has been disconnected. FMT has been able to use this feature to help save their customers time, trouble, and money.

By monitoring the status of their rented equipment, FMT is able to provide a level of support that would have been impossible before, **adding more value to their service.**



How RASTRAC Changed Things (Cont.)

What Challenges Has Fleet Maintenance of Texas Faced in Implementing Rastrac's GPS Fleet Management Solution?

Naturally, with any new solution, there are going to be challenges in getting started, even with a solution that's designed to be user-friendly.

What set Rastrac apart from the competition for Wayne was that our team was willing to take the time to explain how to use the GPS tracking software to him step by step.



As Wayne Himself Said

With Rastrac he had "a personal learning curve. It took some time to learn the very in-depth system Rastrac offered. Nothing wrong with the system; it's just that there was a lot there. Some things were hard to use, but Rastrac listened to feedback and is always working to make it easier to use."

So, while the learning curve for the Rastrac software was the biggest challenge Fleet Maintenance of Texas faced in implementing their GPS tracking solution, Rastrac worked with Wayne step by step to help him learn the software.

A blurred background image of a customer support team consisting of several people in business attire, some wearing headsets, in a call center environment.

Step by step assistance to help you learn the software.

Section IV

Conclusion

More Than Just Dots On a Map

Modern GPS tracking solutions can do so much more than just provide the current location of your fleet vehicles.

GPS tracking devices can help by providing trip histories, driver behavior reports, remote diagnostic monitoring, and various event alerts. But, none of these capabilities mean a thing if the GPS solution is too hard to use.

Finding the right GPS tracking service can help your company meet goals for improving productivity in ways that you might not have even expected.

Find a GPS tracking provider who will be there to support your company's success today!



*Help your company
meet goals for
improving productivity*

Additional Resources

GPS tracking can be a useful tool for agencies looking to increase efficiency and reduce operational costs.

To learn more about how GPS devices work, and how you can maximize the effectiveness of GPS tracking, check out some of our other resources:

- ✓ [StreetComplete Page](#)
- ✓ [GPS Fleet Tracking Solutions Guide](#)

Blogs

- ✓ [Stay on Top of Your Fleet with Real-Time GPS Tracking](#)
- ✓ [Introducing Fleet Tracking to Your Employees](#)



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