

Case Study

Gaudreau

Gaudreau leverages Fleet Complete on 200 vehicle fleet to deliver a higher level of customer service and improve driver productivity by 15%

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— Marc Fournier, Operations Manager, Gaudreau

Background

From garbage collection and landfill site management to the operation of a sorting center, plastics recycling plant and composting platforms, Gaudreau has been a world leader in material management for more than half a century. Each day, 400 employees use the company's 200 fleet vehicles to collect septic waste and other compostable or recyclable materials from commercial, industrial and residential locations. The Quebec-based firm specializes in playing a key role in every step of the process – including collection, transporting or processing recyclable and compostable materials as well as waste meant for removal.

Challenge

According to Marc Fournier, Gaudreau's operations manager, the company's mission is simple: to offer a level of customer service that's fast, reliable and cost-effective. Ensuring a consistent standard of support is no small feat, as the company provides their services to thousands of users through their contracts with key municipalities in the province. The company is always looking for new and innovative ways to improve operations. With an eye on improving service, Gaudreau looked into taking advantage of GPS technology to boost the efficiency of scheduled and ad hoc collection and pick-up as well as reduce overall costs.

“Today's customers are looking for immediate confirmation that materials were indeed picked up at the specified times,” notes Fournier.

At a Glance

Gaudreau is a Quebec-based firm that specializes in residual material management.

Country

Canada

Industry

Material Collection
Waste Management

Website

www.groupegaudreau.com

Challenge

- Gaudreau looked into taking advantage of GPS technology to boost the efficiency of scheduled and ad hoc collection and pick-up.

Solution

- Fleet Complete
- In-Vehicle GPS Modems

Results

- Increased revenue by \$636,000/year
- Cost management savings of \$180,000/year
- Automation of repetitive tasks
- Decreased phone traffic, increased driver and dispatcher productivity
- Improved operational efficiency and accuracy
- Increased customer and employee satisfaction

Benefits:

- Enhanced customer service
- Improved driver productivity and accountability
- Saved \$160,000 in vehicle recovery

“Without a GPS system, we had no real-time information and limited insight into where our drivers were at any given time. We also needed the flexibility to respond to an increasing number of ad hoc collection requests in the course of a given day.”

Solution

GPS would also help to improve fleet management by gaining a better handle on driver time and scheduling. By automating this process, the company would be able to improve driver productivity.

Gaudreau was looking to leverage GPS technology to achieve these key operational benefits. After reviewing various options in the marketplace, Gaudreau decided to work with Complete Innovations - a leading global provider of mission critical operational solutions - to deploy a GPS platform based on the Fleet Complete solution. Developed by Complete Innovations, the Fleet Complete solution is designed to help mobile workforce and transportation-related companies improve their real-time fleet management and tracking capabilities.

“We looked at a few GPS products out there but determined that Fleet Complete was an ideal fit for us from a cost and ease-of-use perspective,” said Fournier, adding that the company rolled out Fleet Complete in stages across the 200-vehicle fleet.

According to Fournier, the company seamlessly deployed Fleet Complete incrementally, by gradually outfitting all vehicles with the hardware modem on each dashboard over a 4-month period. Using the Fleet Complete software, staff members are now using mobile devices such as Blackberries and Windows Mobile phones to access vehicle speed and location in real-time. The company is also using the GPS tracking system capabilities within Fleet Complete to determine vehicle location in three minute intervals. This enables Gaudreau to not only improve dispatch’s ability to track, monitor and communicate with drivers, but can now plan route schedules more efficiently as well.

Summary

Gaudreau is a Quebec-based firm that specializes in residual material management with a fleet of more than 200 trucks. With an eye on improving service, Gaudreau looked into taking advantage of GPS technology to boost the efficiency of scheduled and ad hoc collection and pick-up. Using the Fleet Complete solution from Complete Innovations, Gaudreau was able to dramatically reduce operational costs. Today, the company’s fleet vehicle fuel costs have been cut by 10% and driver productivity has improved overall by an estimated 15%.

Benefits

Using the Fleet Complete solution, Gaudreau was able to boost customer service and improve driver productivity by 15%.

Enhanced customer service

Fournier notes that customer service has improved with Fleet Complete in place. By boosting the level of automation, the company can reassure customers that material collection has occurred within the specified timeframe.

“Instead of our dispatchers spending time calling each driver to determine location, they can now automatically identify where vehicles are located and access detailed trip history information. If a client requires an immediate pick-up, we can quickly track who is closest and reassign drivers for ad hoc collections. This helps us be more flexible and ensure customer satisfaction in meeting the growing material collection needs of our client base,” says Fournier.

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Improved driver productivity and accountability

Gaudreau is also taking advantage of the reporting capabilities of Fleet Complete solution, which monitors idling time, maintenance schedules and speeding reports via automated driver logs. The company estimates that it has improved driver productivity by 15%.

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Optimized fleet efficiency

While improving customer services was the initial goal, Fournier notes that the company is now using Fleet Complete to access key information that help improve operations. Gaudreau now is taking advantage of having detailed information on driver efficiency, the general location of vehicles and whether they're effectively meeting the waste collection needs of customers. As a result, the company has been pleased to note that fleet vehicle fuel costs have significantly decreased, enabling the company to save 10% annually.

"We've been able to quickly deploy the Fleet Complete platform to be more cost-efficient when it comes to operations. We've been impressed with the ability to now use GPS tracking to prevent drivers from making unnecessary trips, which saves both time and fuel," notes Fournier.

About Fleet Complete

Fleet Complete is a GPS-based tracking and management solution that collects vital on-board or in-field information from the vehicle or the mobile resource, and delivers this to the company's operations staff for real-time tracking, back-end integration and reporting. Through a combination of location-based services, back office monitoring and two-way communication, Fleet Complete enables companies to better manage their fleet, reduce fuel consumption, increase worker safety and regulate employee activities in the field.

Fleet Complete was recently integrated with Garmin Personal Navigation Devices, enabling customers to further streamline their operating costs with reduced out-of-route miles, real-time communication and driver status updates.