

Case Study

Williams Towing Service Ltd.

Williams Towing Ltd. drives stronger fleet management, faster customer responsiveness and 50 per cent efficiency gains with GPS tracking solution Fleet Complete®

Dispatch can quickly key in the address of the call and we know exactly which tow driver can respond to calls the fastest. In a fast-paced industry, we're confident in saying that using Fleet Complete makes us more competitive and 50% more efficient.

- Jack Blue, VP and Manager of Operations, Williams Towing Ltd.

Background

Whether you require a battery boost, a tire change or an emergency tow in the province of Ontario, Williams Towing Service Ltd. has the equipment and personnel to do the job.

Based in Markham, Ontario, Williams Towing Service is a family owned and operated company that has been providing experienced, professional towing services in the Greater Toronto Area (GTA) since 1976. As one of the top towing companies in the region, business continues to grow. The firm presently has a fleet of more than 40 vehicles servicing the needs of all the major Canadian auto clubs and is contracted by Toronto Police Services and Toronto EMS.

Challenge

For Williams Towing, business is 24 hours a day, 365 days of the year. With the number of motor vehicles on the road growing exponentially, towing and roadside services are in demand more than ever before. The call volume from drivers needing assistance is steady and consistent – and the company does what's necessary to keep up.

At a Glance

Country	Company
Canada	Williams Towing Ltd.
Industry	Website
Towing	williamstowing.ca

Customer Profile

Based in Markham, Ontario, Williams Towing Service is a family owned and operated company that has been providing experienced, professional towing services in the Greater Toronto Area (GTA) since 1976.

Business Situation

To prepare for franchise growth, the company identified that it could increase efficiencies by improving its dispatching processes using real-time GPS technology.

Solution

Williams Towing is using Fleet Complete to cost-effectively improve its dispatching processes and call response times using real-time global positioning system (GPS) technology.

- Fleet Complete
- In-Vehicle GPS Modems

Benefits

- Improved asset tracking and staff productivity
- Enhanced operational efficiencies
- Enhanced customer service

Complete Innovations

“The towing business is an extremely competitive one and we’re proud to have built a strong reputation for staying ahead of the game,” says Blue. These days, customers expect a fast response time and usually don’t want to wait, he added. Towing firms still rely on old school two-way radios and paper-based processes to dispatch calls to towing operators. These days, however, response times need to be immediate – or risk losing customers in the process. Williams Towing determined that it needed to use the latest technology tools to gain greater efficiencies and a competitive edge.

“We dispatch our trucks from a central location, but it’s often difficult to know exactly where trucks are at any given time in the day,” says Blue. “It’s really become critical to us to know where trucks are in real-time so we can maximize efficiencies and improve our response times out in the field.”

Solution

Understanding that it could leverage global positional system (GPS) technology to help more efficiently and effectively respond to driver assistance calls, Williams Towing worked with Complete Innovations – a global provider of mission critical operational solutions – to deploy Fleet Complete®, a GPS-based tracking and management solution. Fleet Complete collects vital in-field information from vehicles and delivers this to the firm’s head office for real-time tracking and reporting. The integrated platform requires a wireless data plan and includes the Fleet Complete software and GPS hardware modems.

The actual implementation started in January of 2009. The company worked with integrated wireless communication services Go Wireless Inc. and opted for a full rollout, deploying 38 MGS-200 hardware modems across its vehicle fleet. The company is now using the Fleet Complete solution to cost-effectively track vehicles in real time and gather location-based information from the field to allow dispatchers to know where trucks are at all times.

Today, Williams Towing is using Fleet Complete to help improve control over vehicles and operators, cut costs and improve customer response times. Customized alerts now appear on the fleet manager’s screen and are sent to an email and mobile phone when the

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triggering event occurs. The company is also taking advantage of the fleet management solution to quickly match customers to operators and route vehicles efficiently to the correct destination.

Benefits

With the Fleet Complete solution in place, Williams Towing is benefiting from greater efficiency and productivity – which helps deliver a strong value proposition and return on investment.

The company reports that the GPS tracking and dispatch solution has helped the company boost overall operational efficiency by 50 per cent.

Improved Asset Tracking & Staff Productivity

Today, Williams Towing is taking advantage of Fleet Complete to better manage its operators and fleet vehicles more effectively. The company’s team of dispatchers has access to detailed, driver-specific information – including the driver’s last and current GPS location – to monitor their process from head office. The firm is also able to minimize unauthorized use of its trucks; the fleet tracking capabilities help easily identify and hold accountable those drivers who are using vehicles for personal use during business hours.

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Enhanced Operational Efficiencies

Much like other companies in the highly competitive service

Complete Innovations

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industry, the need to improve efficiency and productivity is mission-critical for Williams Towing. Implementing GPS technology via Fleet Complete puts the firm in a better position to monitor vehicle idle times, reduce speeding and maximize dispatch routing efficiency. As a result, the company has been able to cut fuel costs and boost efficiency by 50%.

“I like the idea that Fleet Complete sends real-time alerts to head office and lets me know where trucks at any given time,” says Blue. “What’s also great is that we can track speed, idling and also closely

monitor which trucks are due for service. This ensures that our fleet can be in top operational condition at all times.”

Enhanced Customer Service

If a driver in the GTA is stranded and waiting on the side of the road because of a flat tire, accident, lockout or dead battery, it is essential that Williams Towing is able to dispatch a vehicle to the scene quickly and effectively. Using the Fleet Complete solution, the towing firm can get there faster – boosting customer satisfaction and the bottom line.

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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.

Complete Innovations