GPSINSIGHT

Combining Fleet and Field Service Data

with Chris Britt, CEO & President of M.E.S.O.

At GPS Insight, we're taking all your important fleet data and merging it with field service to improve safety, help you deliver better service, and aid in your environmental responsibilities of reducing fuel impact.

Chris Britt

CEO & President of M.E.S.O.

Chris Britt is co-founder, CEO and president of M.E.S.O, Inc. M.E.S.O. (Mobile Equipment Service Options) is a third-party service company that provides maintenance to construction equipment and truck and trailer fleets for end users, dealers, and OEMs.

Combining fleet data and field service software capabilities helped them improve their business efficiencies, as they could improve first-time fix rates, keep customers up-to-date, and use the automated process to generate a bill. It also allowed them to launch Uptime-as-a-Service, an IoT and mobile field service hub solution that seamlessly leverages asset data and provides the core workflow platform to manage all service activities.

Britt said, "We would go out there and take care of that service, which really improved our first-time fix rates. It's because we were able to go much better prepared, just from the efficiency of routing the technician to where we needed to go…A customer of ours, through a smartphone, can see that it was taken care of before my technician ever left the gate. Even more conveniently, the invoice showed up just a few minutes after that. So it truly helped, even from a cashflow perspective."

Chris took the time to speak with Steve Mason, GPS Insight Vice President of Customer Success, at the Smarter Services™ Executive Symposium.

Let's look at 10 Q&As with this industry expert who's leading the way combining fleet and field data to better serve his customers and grow the business.

Question #1

Q In terms of cost savings, what has M.E.S.O. realized through implementing the Uptime-as-a-Service solution?

A Back-office efficiency was probably our biggest pickup. It was just knowing when [an asset] was due for a service, and physically where it was at, especially when you're managing multiple assets in a geographic territory. Pre the technology, the ratio of a technician for a number of assets was X, well, now it's X times three. A single technician can now manage three times as many assets more efficiently than he did prior to that.

Once we have the program in place, and they're changing oil, and doing the inspections, and what needs to be done when they're supposed to be done, versus months after the fact, we reduced our overall spend quite a bit. So that's probably the biggest pickups for us.

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Question #2

Q When you look to take on a new fleet, and have 3,000 vehicles operating on a national basis, if they don't have telematics data, how do you approach that?

A So when it has telematics, it's a captive customer for us, and that's the way to look at it. Because we can honestly show them we can do it cheaper than you can, and we can hit whatever metrics you want to hit. We do that often with customers; they have certain KPIs, they wanted certain metrics, and given a certain window of time, we can exceed those metrics. So we have that information. Without that, it's a little old school.

But at the end of the day, we can still go through our processes… our first-time fix rates go down and there's just associated costs that go in play there. So typically it's not a day one, "Hey, yeah, let's go with it." **But then after they have some proof of what our technicians can do, and then we can show them the value added with what's there, in two month's time they can pay for a year's cost of connecting places.**

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Question #3

Q What was it about the Uptime-As-A-Service solution that was important for customers?

A **So from a customer's perspective, they got real-time status on health of the fleet, plus they had true transparency of what we were doing for them, because they could see it in real-time, even through videos and pictures that we add to our jobs.** And they could also view the maintenance history. So we were basically storing their maintenance history as well...So it eliminated a lot of back office redundancies on their side.

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Question #4

Q For the technicians, what was their experience in using the system?

A Our technicians, they love the technology side of it. **We eliminated a lot of the things that technicians hate about the process. At the end of the day, they truly want to turn wrenches. And we simplified the process as much as we could, and took away the things that they hated about the industry, and made it cool and automated.** And just to be able to get the physical location, for a technician, on a piece of equipment.

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Question #5

Q With environmental social governance reporting on the topic, and the whole area of focusing on environmental sustainability, from your perspective, does the service help your customers achieve more sustainable goals?

A We can flag equipment when it sits at a lower RPM for a certain period of time. It just sent out a notification, says, "hey, this backhoe has been sitting there idling for 35 minutes, and it hasn't moved." So just from a fuel reduction… **in most cases, it pays for the technology side, for our customers, just with the savings on fuel reduction.**

And **then through a much-improved maintenance on their equipment, it extends the life of that equipment, and reduces the overall spend on that equipment from maintenance costs. Because it's more of a proactive/predictive type of maintenance, they reap the benefits of lower downtime costs, and just a much more fuel-efficient piece of equipment.**

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Question #6

Q We all know it's a tight labor market at the moment, for getting good talent in and retaining it. How are you approaching that?

A **They are most valuable assets, our technicians, and we make sure that they know it.**

They live out of vehicles, right? So you got to make sure you're doing the right things there. And through the technology, the skills gap, the aging technology, in most cases, technicians, they don't want to quit doing what they're doing, but their body is telling them that they need to quit.

So our next phase is to hope, through augmented reality, and wearable technologies, to be able to capture that skill set.

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Question #7

Q Can you give a specific example of how GPS Insight fleet and field service solutions can help?

A There are times when we'll get a call for a down piece of equipment, and it's at a steel mill, which is a 70-acre site, and the guy we need to talk to left at 2:30, and you have no idea where this piece of equipment is. Now the technician can go turn by turn right to the square foot. And, again, they take care of that service need. They can see maintenance history on that piece of equipment. Why? So they can see the last time somebody worked on it, job notes, any parts that were added, any recalls. And, again, at that point, they're able to perform the work, hit the complete button, and now back to life for that piece of equipment.

We're going to follow that until the next time we have the task set up for the next service. The system lets us know that, "Hey, it's within 85% of when you told me you wanted to work on it next, and here's where it's located." Well, now that might be technician A, not technician B. All that information is right there for them. So technicians really love that because the lack of communication—or the communication we've had sent in to us—we're only as good as the communication sent to us. A lot of times, a lot of end users, which was a struggle. **All the information is right there for them. So technicians really love that because…they hate running around looking for equipment that they want work on. So it helped that.**

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Question #8

Q What sort of feedback have you had from customers since you've launched Uptime-As-A-Service?

A The biggest impact cost wise for a customer is not the physical cost, the dollars to maintain that equipment, it's the downtime. **It's the labor hours that they lose because of downtime.** But then we quantify that for them as well. **So they have that true line of sight in real-time to that equipment.** And then on a profit and loss, they see it as well.

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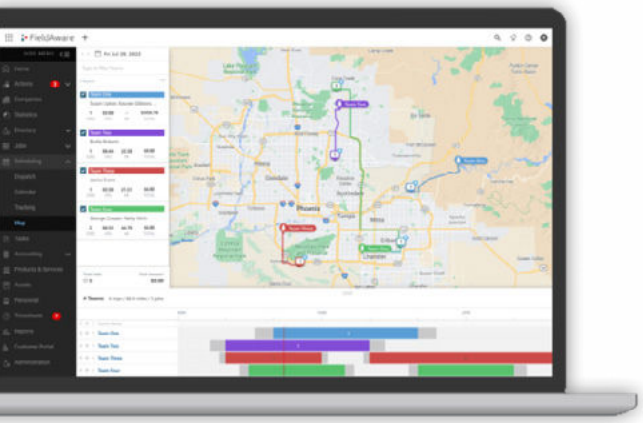

Question #9

Q What kind of information can you obtain with the GPS Insight solution?

A **If they have certain data points that they need for their team, for looking at efficiencies, and idle times, and quality controls, and even safety side, we can provide as much of that content as they want**...So it's a different technician, it's a different style truck, it's a different mechanism of how we do it, but we do take care of all levels.

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Question #10

Q How does the GPS Insight solution pay for itself?

A When they see what we can do [with telematics] from a predictive/preventive maintenance side, they see that by doing it this way, **this pays for our telematics costs.**

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About GPS Insight

GPS Insight helps fleet and field service businesses by delivering innovative solutions and actionable insights. Organizations across the globe turn to GPS Insight when they have high operating costs, are worried about safety on the roads, and struggle with fleet and field inefficiencies that waste valuable time and money. GPS Insight offers best-of-breed technology for organizations with drivers and technicians in the field, fleets of vehicles, trailers, and other mobile assets. GPS Insight provides many solutions that include vehicle and asset tracking, fleet management, AI-enabled smart cameras, field service management, and regulatory compliance solutions.

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