

Dayton's Pest Control Uses Fleet Tracking Software to Uncover New Business Challenges

Company: Dayton's Pest Control

Industry: Pest Control

Fleet Size: 22

Contact: Dayton & Sheila Hylton, Owners

Dayton's Pest Control

Termite & Pest Control Protection

Background: Dayton's Pest Control is a family owned and operated business located in Knoxville, Tennessee, serving Knoxville and the surrounding counties for the past 30 years. They are the local source for pest control and crawl space repair throughout the Knoxville, Tennessee area.

Business Challenge: Dayton's Pest Control started looking for a GPS tracking solution to increase driver accountability and to verify job completion. They wanted to increase accountability for their technicians when they were in the field by verifying their vehicle locations and monitoring utilization of company trucks throughout the workday. Additionally, customers would sometimes call in and claim that their technician had not serviced their account. Without GPS tracking in place, Dayton's had no proof whether or not their technician had in fact completed the job.



Pest Control Vehicle Tracked by GPS Insight

How it was solved: Dayton's Pest Control was referred to GPS Insight seven years ago by an association that uses the solution for their construction business. Once they experienced the software capabilities first hand, they were confident that GPS Insight would meet their expectations and that they would receive excellent customer service throughout their partnership.

Since the implementation of GPS Insight to their business, Dayton's Pest Control has been able to provide proof of service during customer disputes by accessing detailed

Take Full Control of Your Fleet!

Visit www.gpsinsight.com or call 866-477-4321



stop reports for any vehicle in their fleet. "Having GPS tracking allows us to now tell the customer what date, time, and how long we were there to service their home," said Dayton and Sheila Hylton, Owners of Dayton's Pest Control. Providing proof of service protects their business against false claims and improves customer service.

"We were unaware how many of our technicians were speeding in our trucks"

Dayton's Pest Control is also able to raise accountability for their technicians in the field by tracking their location at all times. "Once we installed GPS Insight devices into their vehicles, they realized that we have the ability to track their use of company trucks and their location throughout the workday" said Hylton. This initiative led to a drop in suspicious activity like taking long breaks during the workday or using company vehicles when they shouldn't. They were even able to prevent theft of their expensive pesticides that had been going missing before the system was implemented.

Not only did implementing GPS Insight help with the business challenges that they originally aimed to solve, but it also allowed them to identify and tackle new business challenges. "We were unaware how many of our technicians were speeding in our trucks," said Hylton. "We are now alerted when one of our technicians is driving 10 miles over the speed limit." With GPS Insight alerts, companies are able to set a speeding alert when drivers exceed an acceptable speed limit. Speeding alerts are completely customizable and can be altered to fit any threshold that is specific to each business's policy. Not only can a fleet cut fuel costs by reducing speeding violations, but they can also save on insurance expenses by providing proof that their drivers are obeying speed limits and improving overall safety.

Another challenge that Dayton's identified was excessive idle time. Hylton stated, "We had no idea how long some of our drivers were parked idling and wasting fuel." Most fleet executives would be shocked at just how much fuel is wasted due to excessive idle time. The best way to cut unnecessary idling is to set idle alerts to be sent to both management and drivers. The alert can be sent by text or email with a custom message attached for the driver. For example, an alert could tell the driver to "Turn off the vehicle!" whenever the engine idles for more than 15



Dayton's Pest Control Team

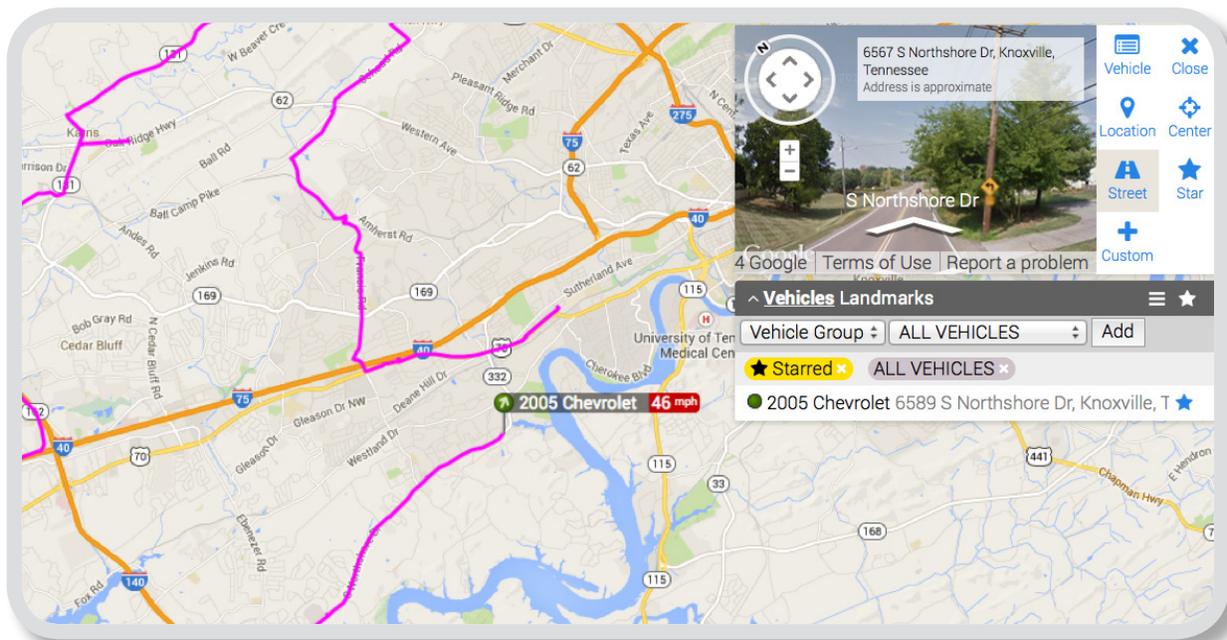
Take Full Control of Your Fleet!

Visit www.gpsinsight.com or call 866-477-4321



minutes. By sending automated alerts to drivers after they pass an acceptable threshold of idle time, businesses see a dramatic decrease in fuel costs.

Finally, GPS Insight helped Dayton's Pest Control identify labor theft. The software allows Dayton to gain insight into each technician's workday and eliminate false or inflated time cards. "We found out that we had a guy that would come in extra early, clock in, then go right back home," stated Hylton. Once Hylton was aware of this routine, she was able to monitor how frequently technicians were falsifying hours and was able to accurately address them. The ability to prove when technicians actually start and end their day enables management to reduce unnecessary labor costs.



GPS Insight's Live Map Showing Current Location & History Trail

When asked if she had any advice for fleet executives currently looking to implement GPS tracking, Hylton said, "Don't be penny wise and pound foolish; you will absolutely receive your return on investment."

Reduce costs, reduce risk, be more efficient, and improve your business overall with GPS Insight.

Take Full Control of Your Fleet!

Visit www.gpsinsight.com or call 866-477-4321



How Dayton's Pest Control believes **GPS Insight** can help other companies like yours:

- Increase driver accountability
- Provide proof of service
- Improve customer relations
- Achieve fuel savings by monitoring idle time
- Reduce labor costs

**Learn more about the benefits of GPS tracking,
schedule a free, live demo today.**

CLICK HERE FOR
FREE DEMO

Take Full Control of Your Fleet!

Visit www.gpsinsight.com or call 866-477-4321

