

West Coast Sand and Gravel Saves 5,205 Gallons of Fuel per Quarter by Reducing Idling

Company: West Coast Sand & Gravel

Industry: Construction

Fleet Size: 326

Contact: Brad Zimmer



Background: West Coast Sand and Gravel services the construction industry delivering a wide array of materials in bulk as well as hauling off material. Since 1968, they have been providing California and Arizona with quality products and services. They specialize in dirt import and export, environmental waste hauling, sports field products, and more. West Coast Sand and Gravel is dedicated to delivering outstanding customer service, ensuring the safety of their employees, and the responsible management of resources.

Business Challenge: Before West Coast Sand and Gravel started using GPS tracking to monitor their vehicles and equipment, they relied heavily on communication via radio/phone with drivers. This complicated how they were able to track productivity, customer service, and verify deliveries. "Anytime we needed to communicate information to a driver, we had to take time away from their day to speak with them on the phone," said Brad Zimmer, Environmental & Special Projects at West Coast Sand and Gravel.



Fleet Tracked by GPS Insight

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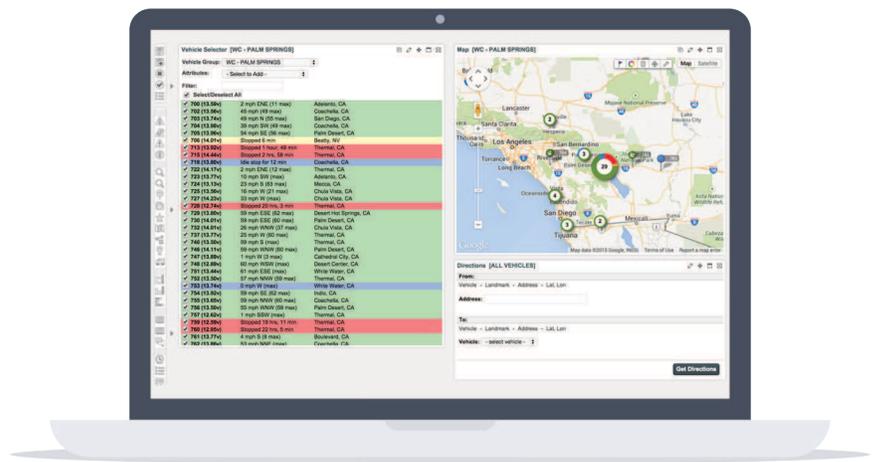
West Coast Sand and Gravel decided to look into GPS tracking to help them solve these challenges. "A major concern for our company was finding a more efficient solution to relay information from drivers back to the office," said Brad Zimmer, "we needed a method to confirm deliveries and pickups that was more effective and would not take up as much time for the driver or employees back at the office."

They also needed a GPS tracking solution that was user-friendly so that employees would be able to use the software company wide.

How it was solved: Since implementing The GPS Insight Vehicle & Asset Tracking Solution into their operations, West Coast Sand and Gravel now has insight into real-time location for every vehicle and piece of equipment in their fleet. This has given them the ability to deliver great customer service, an effective method to communicate with drivers throughout the day, increased productivity and efficiency, and more. West Coast Sand and Gravel's employees quickly learned to navigate GPS Insight's software platform and have been able to utilize its functionality to streamline reporting and gain access to quantifiable numbers.

West Coast Sand and Gravel improved customer service by providing accurate ETAs to customers, "At any given time, we know where our trucks are

located. This affords us the ability to let our customers know when our vehicle will arrive to deliver or pick up material, all while not making a call to the driver," said Zimmer. By utilizing GPS Insight's real-time maps, construction fleets are able to identify any vehicle or piece of equipment's current location at a glance. Along with providing accurate ETAs to customers, GPS tracking solutions improve customer service by



GPS Insight Dashboard Displaying Vehicle Locations

making it possible for fleets to service more customers. By monitoring routes taken and time spent on the jobsite, fleets will increase productivity and efficiency to serve more customers in less time.

West Coast Sand and Gravel has been able to correct productivity issues they experienced before implementation. They now use GPS tracking in conjunction with Garmin navigation devices to route

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their vehicles more efficiently and communicate with drivers throughout the workday. The company also uses GPS Insight's Garmin integration to send and receive custom forms electronically, which expedites and simplifies data collection from the field.



Sample Garmin Custom Forms

West Coast Sand and Gravel expressed the need for a more efficient way to relay information from the field back to the office. GPS Insight took this feedback to create what is now the Garmin Custom Forms functionality. Custom forms are assigned to a Garmin navigation device so that drivers can fill them out at the point of service and send them back to the office in real-time. This technology can be utilized to expedite invoices straight to the billing department, identify crew members on the jobsite for payroll, verify deliveries, track inventory, and more.

Not only has West Coast Sand and Gravel been able to solve their original challenges, they have also been able to consistently reduce idle time across their fleet since implementation. By setting alerts to notify drivers and management any time vehicles or equipment surpass 10 minutes of idle time, they have been able to significantly reduce fuel costs.

➤ In one quarter, they were able to reduce idle gallons by 37%, or 5,205 gallons. That translates into a savings of over \$18,000 on fuel in one quarter due to idle time alone.

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When asked what he thinks other fleet professionals should consider when selecting a GPS tracking provider, Zimmer said "I would advise to look beyond seeing your vehicles on a map and understand the added value in reporting, messaging, and other features offered that will help the business."



West Coast Sand & Gravel

How West Coast Sand & Gravel thinks GPS tracking can help other construction businesses like yours:

- Improve Customer Service
- Communicate with Drivers in the Field
- Gather Real-Time Data from the Field with Custom Forms
- Improve Driver Productivity
- Reduce Fuel Costs

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

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