

SUCCESS STORY

Austin Express

Solved efficiency challenges and saved over \$300k

GPSINSIGHT





Company Profile



Company:

AAustin Express

Industry:

Delivery

Location:

Taylor, MI

Website:

www.gmgroups.com

Company

AAustin Express is a family-owned transportation company that has been in business for over 40 years.

Challenge

High Fuel Costs

During a time of high fuel costs, AAustin Express wanted better visibility into how much fuel was being purchased versus how much was being used. They were unsure of where the extra fuel costs were coming from (outside of the price of gas increasing) but had a few ideas of where they could look.

To start, they needed a telematics solution that would provide more efficient routing to reduce miles driven and look at off-hours usage.

They would also look at metrics such as speeding and idling. "We wanted to look at the bottom 20% of performers and work on correcting those behaviors," said Adam McCloe, VP of Operations for AAustin Express. They knew that if they could correct the behavior of the bottom 20% of driver behavior, the dividends would be tremendous.

Solution

Integration Support

There were two integrations that AAustin Express wanted a telematics provider to be able to do. The first integration was with their WEX fuel cards. By integrating their fuel cards into a telematics system, AAustin Express understood that they would have better visibility into their fuel spending and overall costs versus what was being used and, it could also help in determining a more accurate mile per gallon (mpg). Without their fuel cards

integrated into a telematics system, there was no way to verify if the vehicle that should have been receiving the gas was actually at the location where the gas was pumped.

The other integration that was important for them was with MacroPoint, a load tracking software.

Before implementing GPS Insight, they would track their loads by tracking drivers' cell phones. This method was unreliable because cell phones can be turned off, lose power, left at home, etc.

Because ETAs were being sent to the shippers and receivers, they needed a more reliable location service outside of cell phones to integrate with MacroPoint. They needed a way to track the mileage of their vehicles that would feed that information into their load tracking software.

ELD Mandate Compliance

AAustin Express were early adopters of electronic logging devices (ELDs). They were using a separate ELD solution for years before they turned to GPS Insight for vehicle tracking on those vehicles that didn't require ELD. However, that first ELD system was extremely cumbersome to use, and it was also difficult to extract data. It wasn't adopted by all of the drivers initially, and management knew at some point they would have to look at other options.

Results

Decreased Multiple Costs

By sticking to their goal of focusing on the bottom 20% of performers within the fleet, AAustin Express reduced fuel costs in these three key areas and saved \$15 per vehicle, per day, which translated into \$300,000 within the first year!

We wanted to look at the bottom 20% of performers and work on correcting those behaviors. After implementing the system, we did just that, and the dividends were tremendous.

—Adam McCloe
VP of Operations
AAustin Express



Highlights

- Improved safety and lowered fuel costs
- Increased productivity and efficiency through powerful integrations
- Gained ELD compliance with an easy to use system

Using the GPS Insight system, AAustin Express was able to determine any wasted miles or hours by looking at route efficiency, and then declining falsified hours.

Telematics empowered management to have coaching conversations about speeding and the benefits that come from safer driver behavior. This resulted in a speeding violations reduction of 175% year over year! These speeding violations were predicated on a threshold of the vehicles traveling at least 10 miles per hour over the posted speed limit.

In December of 2016, AAustin drivers were averaging 108 violations per vehicle. By December 2017, these violations reduced to 7 per vehicle.

Increased Productivity

Because of the partnership between WEX fuel cards and GPS Insight, setting up this integration was easy and the rewards were reaped quickly for AAustin Express. They now run automated fuel reports to see how and where fuel is being purchased compared to how much is used. This detects if any fuel fraud is taking place, as well as calculate more accurate mpg data for each vehicle.

By integrating GPS Insight with MacroPoint software, AAustin increased the reliability of their tracking information they received from their vehicles. Now that they could easily input the truck number instead of the driver's cell phone, then have MacroPoint pull the vehicle data from GPS Insight, the vehicle data being pushed through MacroPoint has become more accurate and reliable.

ELD Compliance and Ease of Use

It didn't take AAustin Express long while piloting GPS Insight and looking at it side-by-side with their initial ELD vendor to determine they needed to switch. This was because of how GPS Insight delivered the data compared to their previous ELD vendor.

Unexpected Benefit

Using GPS Insight, AAustin Express realized that vehicles were being driven home for personal use after work hours and on the weekends when there were no jobs to be done.

Vehicles were required to come back to the yard or to the maintenance garage by 9:00 p.m. every day. Once they saw this behavior taking place, they were able to use GPS data to enforce policies that were already in place to correct this behavior.



Product Links

- [GPS Tracking](#)
- [Compliance](#)

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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