

SUCCESS STORY

Sparklight

Improved driver behavior by 68% with GPS Tracking

GPSINSIGHT





Company Profile



Company:

Sparklight (formerly Cable One)

Industry:

Cable & Telecom

Location:

Phoenix, AZ

Website:

www.sparklight.com

Company

Sparklight is a telecommunications provider servicing nearly one million residential and business customers in 24 states.

Challenge

As part of Sparklight's efforts to ensure driver safety and lower insurance premiums, the organization also sought to improve driver behavior among its mobile workforce. Reducing vehicle idling and curbing the unauthorized after-hours use of company vehicles can drastically reduce fuel and maintenance costs. These additional benefits appealed to Sparklight.

Sparklight took on the task of implementing a new field service management system to better understand worker activity, schedule and dispatch work, ensure driver safety, and integrate with other back-office systems. After choosing the Oracle Field Service Cloud, Sparklight needed to overlay GPS coordinates of their vehicles within that solution to take full advantage of routing and dispatch capabilities. Previous GPS tracking providers did not meet expectations.

Solution

Sparklight decided the GPS Insight fleet tracking solution was the perfect fit. The robust features and flexibility of the software, along with its capabilities to easily integrate with other software platforms, was what finalized the company's decision.

Benefits

Increased Driver Safety and Improved Driver Behavior

Sparklight saw a direct correlation in improving driver behavior to a double-digit percentage decrease in monthly accidents. Not

only was this a great way to show Sparklight's dedication to driver safety, but costs from insurance premiums went down as a result of the accident decrease.

Within six months of deploying GPS Insight, Sparklight was able to improve driver behavior by 68%. The speed tracking functionality offered by GPS Insight provided fleet managers with the ability to create alerts for when a driver surpassed a defined speed threshold.

Integrated with Key Operational Software

The final requirement for a successful fleet tracking implementation, and the most important to improving the business, Sparklight sought to integrate GPS data with their Oracle Field Service Cloud platform. Through its expansive list of APIs, GPS Insight offers a robust level of integrations into other software programs.

"With the GPS Insight data [integrated with Oracle Field Service Cloud], we will know the GPS location of the job and the GPS location of the technician. So we will know when the technician closes out a job. We can see if the technician is actually still on site at the house when they close out the job and not under a shade tree two streets over, or at the coffee shop. That will help us improve productivity and drive compliance," said Tad Drescher.

Key Takeaways

Ultimately, Sparklight felt that the customization of the various alerts, automated reporting, and integrations with other platforms were the best aspect of the vehicle and asset tracking solution. This ultimately led to their decision to partner with GPS Insight.

The first time around, we used a competitor of GPS Insight and we didn't have the reports that we needed. GPS Insight provides us with the ability to track those metrics as well as other metrics.

—Tad Drescher
Manager of Process Improvement &
Workforce Management,
Sparklight



Highlights

- Improved driver behavior by 68% in six months.
- Reduced insurance premiums.

Product Links

- [GPS Tracking](#)

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.

GPS Insight

7201 E. Henkel Way
Suite 400
Scottsdale, AZ 85255

Sales: 866-690-0719
Support: 866-477-4321

www.gpsinsight.com



SUCCESS STORY

Sparklight

Improved driver behavior by 68% with GPS Tracking

GPSINSIGHT

