



VOICE OF THE CUSTOMER



JC Towing Boosts Profits and Professionalism with TomTom

Towing company deploys TomTom fleet management solution to improve control over equipment and operators, reduce costs and cut customer response times.

A professional approach to towing

The Company

Founded in 1974 by JC Clark, JC Towing serves the San Diego area with 75 vehicles. *"We do things a little differently,"* says Clark. *"Just about everybody in our company is trained and certified to operate the trucks, and the people who operate our trucks run our auctions and manage the equipment 'yard.' Not only is this a great help whenever we have an emergency, but it also helps us run a more professional operation."* Clark's professional approach to towing includes building his own vehicles and ensuring they present a clean and professional image on the road. *"We don't have equipment or traffic cones or buckets hanging off our trucks. When the public sees our vehicles on the highway, they're neat, clean and professional."*

Commitment to fleet management technology

The Challenge

JC Towing wanted a fleet management system to provide better control over the company's operators and equipment, to reduce costs and to improve customer satisfaction.

JC Towing has been a leader in the use of technology in the Southern California towing community for more than 30 years. By 2009, the company had already deployed two fleet management systems but needed a new solution: *"We were happy with the first system until update times became too long and unfortunately, the vendor of our second system had issues with installation and support."*



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Better tracking means more and happier customers



The Solution

JC Towing deployed a TomTom fleet management solution with the help of Charlotte-based reseller Traxxis GPS Solutions.

JC Towing is using its new TomTom system to quickly match customers to operators and route vehicles efficiently to the correct location. *"Our dispatchers don't have to remember, 'Well, I've got this truck over here and this truck over here, and I've got this call from a customer, so let me figure out who's going to be the closest,'" says Clark. "With our new TomTom solution, they can just look on the map to see which operator is the closest and send them clear instructions directly into the cab."*

The driver simply accepts the job and the navigator provides turn-by-turn directions during their journey. *"We no longer waste time with wrong addresses and poor routes. We get there faster, which makes customers happier and improves our bottom line."*

JC Towing is saving money by tracking operator behavior. *"Every time an operator speeds he's costing you money," says Clark. "He's costing you money in maintenance, he's costing you money in fuel, and he's costing you money in exposure. Sooner or later, he's going to have an accident, and that's going to cost you money in repairs and raise your insurance rates. By setting speed caps and tracking this information with our new TomTom system, we are reducing the chances our operators will have accidents and providing this data to our insurance companies to get lower rates."*

TomTom's ability to precisely track and record the location of JC Towing's operators and trucks is also helping the company improve customer satisfaction.

One of JC Towing's most important contracts is with California Highway Patrol for freeway service. *"Highway Patrol is really happy with our ability to quickly generate reports," says Clark. "They call us a lot for investigations asking to know where an operator was from this time to this time and then send somebody down to pick it up within the hour. We just pull up the information, print it, and hand it to the officer when he shows up. We can show everything the operator did for 20 minutes before and after the requested timeframe."*



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