



Linxup GPS Helps Fleet-Based Businesses Survive and Thrive

The past year has proven to be difficult for many businesses across the country. The struggling economy has affected almost every industry. While Linxup customers have experienced the highs and lows of a challenging time, many continue to see the benefits of GPS for not just maintaining their business, but growing and protecting it as well.

Cutting Expenses with Better Management

One disaster recovery company has been using Linxup for over six years and relies on it for quick response times. At a glance, the dispatch manager can see where every service team is. When a call comes in, he enters the address to find the nearest crews and tell how long they have been at their current locations—making it easy to predict which crew will be done first and can respond to the next call. In recent years, his increased efficiency enabled him to reduce his payroll and make the business more profitable.

Protecting Against Theft—Of All Kinds

That same disaster recovery company also learned how helpful GPS can be when a vehicle was stolen. A service truck full of equipment was left open in a customer's driveway while the crew unloaded materials. When they came out to find it gone, the owner was able to pull up the vehicle location from his mobile app. Police tracked it down within 30 minutes.

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A cleaning and maintenance company found they were being robbed in a different way. The long time Linxup customer started matching payroll against vehicle locations. He discovered some employees were submitting time for jobs they had not been on, while others were moonlighting with company vehicles and equipment on the weekends.

Avoiding Liability

The cleaning and maintenance company also found that GPS data was helpful for liabilities. One employee crashed a company vehicle en route to a job site and attempted to sue, claiming that the job location involved hazardous road conditions. Checking the history of the employee's driving behavior revealed a pattern of speeding; needless to say the case was dropped. That experience taught the owner to put a program in place to monitor driver behavior and reward safe driving practices, eliminating both the risk of accidents and excessive wear and tear on his vehicles.

Honesty Pays

A landscaping company in Florida found that it pays to be upfront about their crews' shortcomings. When a customer called to complain, the owner checked the GPS data to verify his crew went to the job that day. He saw that they arrived... and left almost immediately. He confirmed the crew could not have completed the work, refunded the service call, and sent another crew to finish the job. The customer was so impressed she shared the story with her neighbors. The result? Three new customers on the same block.

Sometimes the customer *isn't* always right though, and a waste removal company using Linxup was able to prevent the loss in revenue. The company charges overflow fees for their dumpsters. Resourceful employees used their Linxup dash cameras to record when dumpsters were overflowing at pickup, providing the proof needed to enforce overflow fees. When customers understood they wouldn't be able to game the system, the owner was able to have productive conversations about increasing service levels to avoid the extra fees.

Linxup continues to develop innovative new products to help our customers solve problems. We can't wait to hear more ways our customers use GPS to make their businesses thrive.

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