

# Transportation

## Refrigerated Trucking



Trucking company boosts monthly revenue by \$150,000 with TeleNav Track



### BENEFITS OF TELENAV

- Improved truck monitoring**  
 With TeleNav Track, C.R. England is able to easily locate its trucks, monitor them and document their movements for regulatory purposes
- Two-way communication**  
 C.R. England can easily send and receive messages through TeleNav Track and instantly communicate with drivers.
- High revenue increases**  
 C.R. England immediately saw a boost in its revenue to the tune of \$150,000 per month, more than compensating for the cost of the system.
- Attentive customer service**  
 C.R. England attributes a big portion of its success to the quality support offered by the TeleNav team.

### CHALLENGE

For a large transportation business like C.R. England, having quality GPS data is paramount. Delivering goods for DHL, Wal-Mart and other large retail companies, C.R. England needed to improve the way it tracked its trucking fleet. It also needed to increase the accuracy of its existing GPS data, improve communication with drivers and document drivers' compliance with driving regulations.

### SOLUTION

In January 2008, after an extensive review of GPS providers, C.R. England decided to deploy TeleNav Track on its smartphones. The company chose TeleNav Track for its scalability and the many services that solve the company's business needs.

TeleNav Track improves communication for C.R. England by combining the tracking capability of a GPS system with the two-way voice communication of push to talk. C.R. England also improves communication by being able to:

- Send messages to drivers' phones
- Receive canned responses from drivers so as not to distract them from the road
- Send messages to select groups of drivers
- Reroute drivers around weather and traffic to maintain on-time service

The company's ability to monitor its drivers and shipments has improved with TeleNav Track's GPS capabilities. The system's Breadcrumb Report provides a history of drivers' movements with the time, location, speeds and GPS coordinates for every truck in its fleet. Alerts notify the company when drivers stop, go off route or exceed speed limits. TeleNav Track's GPS data also enables the company to verify arrivals and departures at the

hub station. This data allows the company to manage its shipments, improve driver accountability and compliance and eliminate potential disputes.

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- Tom Slaughter, Senior Operations Manager

### RESULTS

C.R. England has easily recovered a return on its investment. "After deployment, our service went through the roof," said Tom Slaughter, Senior Operations Manager. "With an initial investment of just \$6,500, we have increased our monthly revenue by over \$150,000. This has more than given us our ROI. Even with such strong numbers, we have only scratched the surface of our ROI potential."

The company also appreciates the support and service it has received from TeleNav. "The people and support groups are some of the best I have ever encountered," said Slaughter. "I have never seen such a commitment to the customer. Our success wouldn't have been nearly as good without TeleNav's commitment."

### SITUATION

Founded in 1920, C.R. England is one of the largest refrigerated transportation carriers in the industry, with close to \$800 million in annual revenues. The company's 4,350 employees, drivers and owner-operators take pride in providing high-quality service, safety and on-time delivery. With more than 2,600 trucks and 5,000 drivers serving the 48 contiguous states, Canada and Mexico, C.R. England is an industry leader that sets the standard for technology adoption. The company looked to TeleNav Track to provide an alternate tracking and communication platform to support its existing Qualcomm satellite system.

**How can we help your business?**

For more information contact us.

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