

CASE STUDY

How One Towing Business Turned HOS Regulations to Its Advantage Using FleetLocate:

EXECUTIVE SUMMARY

In 2018, Josh Goodner spearheaded a new initiative at Best Towing to transition drivers from a complicated Hours of Service app onto FleetLocate's easy-to-use ELD solution. Since this change, Josh can sleep easier at night knowing his team is staying on top of government regulations. He is also realizing several other unexpected benefits – a safer and more efficient fleet.

**ABOUT BEST TOWING**

Best Towing is one of the oldest and most trusted towing companies in the Huntington Beach area. For more than 30 years they've been helping stranded drivers get back home after vehicle breakdowns. They've been recognized three times as "Service Provider of the Year" and have even been featured on the television show "Overhaulin."

Josh Goodner has served the company a little over two years as the go-to tech guy at Best. "If it has anything to do with technology, for the company as well as in the trucks," Josh says he's in charge of it.

In the towing industry, speed and performance are everything, and Best Towing does it as well as anyone. Their 26-vehicle fleet provides 24/7 service and handles about 4,500 AAA calls per month. It's Josh Goodner's job to provide technical support on the backend so drivers can help customers quickly, and without a hitch.



CHALLENGES

In the state of California and many other parts of the country, tow truck drivers are required to keep a logbook and are only required to have ELD's if they conduct interstate business.

In order to ensure compliance today and prepare for the eventuality of additional requirements in the future, Josh says it didn't make sense to teach them how to use a logbook, and then the next day teach them how to do an ELD. So, he decided to skip the paper logs and go straight toward finding an ELD.

Some of the drivers at Best Towing have been there for decades and "a lot of the older drivers don't like change," Josh says, "so selecting a solution that was easy to use was key. Prior to using FleetLocate, Best Towing was using Keep Truckin's Hours of Service app to manage their logs, but unfortunately, according to Josh, "it was anything but easy to use." Josh and the company owner set out to find a simpler solution for their drivers.



THE SOLUTION

After comparing potential providers, Best Towing found that FleetLocate was the best product for their managers and their drivers. According to Josh, "FleetLocate was far easier to navigate." They began using FleetLocate in February 2018.

Best Towing uses FleetLocate to track all 26 of its trucks and drivers. FleetLocate allows Josh to keep up with regulations and easily monitor the whereabouts of his drivers. All trucks are set up to log hours of service and drivers use the mobile app to sign off on the hours they've worked. Beyond using the ELDs to stay in compliance, Josh also uses the data to track driver efficiency, fleet safety, and fuel expenses.

NO LEARNING CURVES, NO PROBLEMS

It's hard teaching old dogs new tricks, so it came as a surprise to Josh how easy it was to introduce the FleetLocate solution to his drivers. "We had a company meeting. I played the Hours of Service video that you guys have on YouTube for them, gave them all the manuals, and I only had a few questions after that," he says, "Obviously they groaned about doing it, but it was fairly painless. It was much easier than I expected."

GETTING DRIVERS HOME SAFELY

When it comes to rescuing stranded motorists roadside, you've got to be fast, but most importantly, you've got to be safe. "Getting to any given call in a timely manner is key," Josh argues, "but if I got a guy that's doing, you know, 70 in a 45, then we got a problem." Driving a tow truck is considered one of the most hazardous jobs in the United States. [According to the AAA, a tow truck driver is killed every six days.](#) For this reason, driver safety is of paramount importance for Josh, his drivers, and the company as a whole.

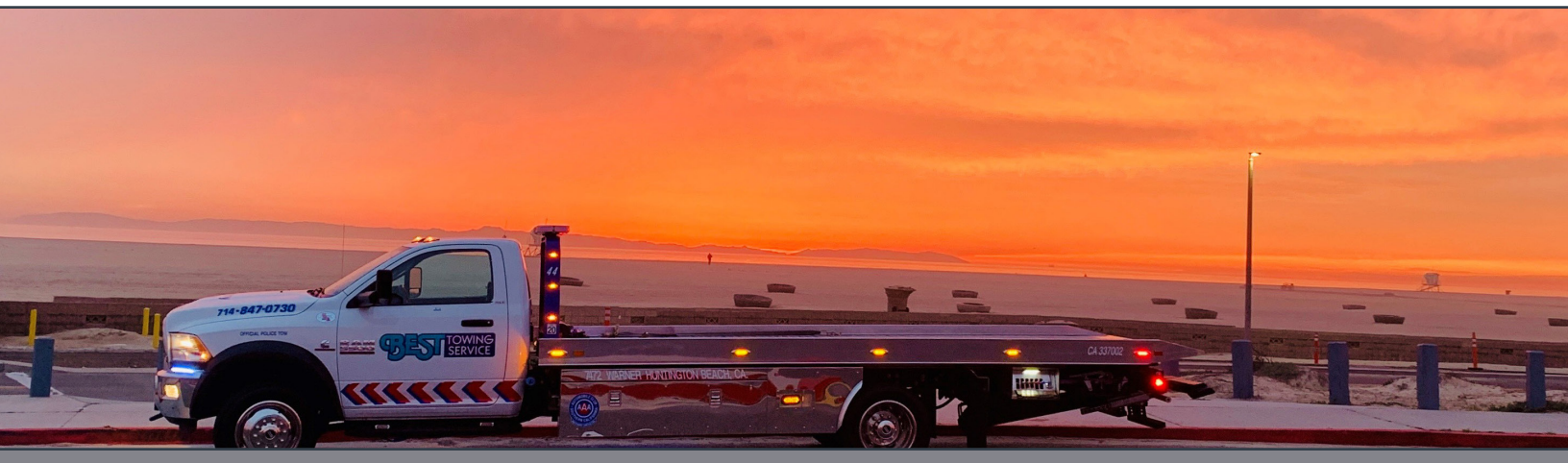
"Yes, we need to get there quickly, but we also need to get there safely", Josh says. "You know, we got giant billboards basically on us, and speeding down the road isn't productive for the company."

Custom alert parameters and real-time behavior monitoring help Josh coach his team and improve driving behavior. He set up FleetLocate to send an alert whenever a driver goes over a certain speed. "I do have a few culprits," Josh says. But now that the drivers know that Josh can view their speed, it's caused a significant reduction in speeding incidents and other problem behaviors. If he receives an alert, Josh calls out the offending driver with specific information. "It's basically, 'Hey, you need to slow down or you're going to have a couple days off,'" Josh explains. "It works."

STOPPING THIEVES IN THEIR TRACKS

Josh didn't sign up for FleetLocate primarily for its anti-theft features, but when the unexpected happened, he was relieved he had it in place. "We had one truck that was actually stolen off the side of the road while my driver was helping a customer," Josh remembers. "He was on the side of the freeway giving a customer gas, and next thing he knows, his truck is driving away."

Thankfully, Josh was able to recover the vehicle using the FleetLocate solution just 15-20 minutes later. "I was out on a call when it went out over the radio and I came rushing back to the office, but while I was coming back, I was able to pull the app up on my cell phone and relay where I was seeing the truck over the radio to my dispatcher", Josh explains. "It pinpointed it to a street in Long Beach, and California Highway Patrol ended up finding the guy."



GETTING MORE OUT OF THEIR EMPLOYEES

Before adopting FleetLocate, Best Towing relied upon AAA's tablet feature to track and route their trucks. While the AAA tablets provided them with basic GPS tracking and routing, it lacked the ability to track employee whereabouts 24/7. "With the way the AAA tablets are, you turn it off and tracking feature is gone," Josh explains. When some of the employees figured out this loophole, it gave them the opportunity to enjoy some extra leisure time when they were supposed to be on the clock. "Let's say we have a driver that's going 60 miles away and he drops his car," Josh explains. "Well, with the tablet, you are able to basically put it to sleep and it turns the tracking mode off and puts your trucks still in that same area – and as long as you don't shut off the tablet, it keeps you there. We were having a few guys in the past that would do that and then go home or take an extra-long lunch and say there was traffic." With FleetLocate, Josh can now see where his employees are without interference. He says, "Now they know that they can't shut it off, and if they unplug it from the truck, I get a notification sent to my phone." As a result, employee productivity has increased, and those extra-long lunches do not happen anymore.

RESULTS

Josh adopted FleetLocate because he needed an easy-to-use ELD solution to stay compliant with government regulations. After solving the original compliance challenge, Josh found that FleetLocate's all-in-one tracking solution also helped him produce bottom-line results for the company in the form of reduced fuel expenses, and improved driver efficiency and safety. Down the road, Josh plans on taking full advantage of FleetLocate's DVIR reports to schedule regular vehicle maintenance and prevent costly unplanned breakdowns.

"I mean honestly, it's already paid for itself," Josh concludes.

SLASHING FUEL COSTS BY 20%:

Tow trucks aren't the most fuel-efficient vehicles, particularly because idling is part of the job. So, when coupled with poor driving behaviors, like speeding and aggressive acceleration, these vehicles become true gas guzzlers. Beyond improving safety, monitoring excessive speeding has reduced excessive fuel consumption dramatically. Best Towing realized a 20% savings on fuel expenses after implementing FleetLocate.