



Garage Door Depot opens door to faster customer service and a 21 per cent reduction in fleet vehicle fuel costs with GPS tracking solution Fleet Complete.

Background

“ We looked at other GPS and fleet tracking solutions but found they were either too expensive to deploy or couldn’t scale to fit the unique needs of our business. Fleet Complete gives us a more cost-effective GPS solution while helping us prepare for future growth. ”

-Dean Carman, President and CEO, Garage Door Depot

The Garage Door Depot is a thriving commercial overhead door and access control systems company based in Greater Vancouver, British Columbia. The subsidiary of Canadian Access and Door Systems specializes in the sale and servicing of industrial, commercial and residential garage doors, openers and related products.

The Garage Door Depot has a strong competitive edge in that the management team has more than 75 years combined experience in the garage door and franchise industry. With a fleet of 14 company vehicles, Garage Door Depot deals with more than 3800 customers who rely on the company for quality, cost-effective products and maintenance.

At a Glance:

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Country:

- Canada

Industry:

- Garage door supply, service and installation

Website:

- www.garagedoordepot.ca

Business Situation

To prepare for franchise growth, the company identified that it could increase efficiencies by improving its dispatching processes using real-time GPS technology.

Solution

Using Fleet Complete, the company can improve its dispatching processes and customer service using real-time GPS technology.

- Fleet Complete
- In-Vehicle GPS Modems

Benefits

- Enhanced customer service
- Improved asset tracking and staff productivity
- Optimized operations for future growth

Challenge

“ We wanted to introduce a formal process to track vehicle location, fuel usage and mileage. ”

Garage Door Depot is committed to providing Canadian consumers, builders, dealers and franchise partners with a one-stop destination to provide for all their garage door and related product needs.

“Our goal is to enhance the general perception around the garage door industry. Our clear business differentiator revolves around delivering the high level of customer service and professionalism,” says Dean Carman, Garage Door Depot’s President and CEO. “All our technicians are trained, uniformed and certified and our entire fleet is decaled and imaged consistently across the board.”

The company’s mission, says Carman, is to foster an international garage door

franchise network across the rest of Canada and the U.S. To accomplish this, Garage Door Depot first needed to streamline operations by improving its real-time responsiveness and level of automation. The business challenges were about effectively tracking and managing its vehicle fleet across the wide geographic area that is Greater Vancouver.

All too often, technicians were being dispatched unnecessarily when another service technician or vehicle was close by. To solve this, the company identified that it could become much more efficient by refining its dispatching processes.

“It was simply because people didn’t know where everybody was,” recalls

Carman. “This inefficiency not only wasted time and fuel, it was impacting our customer service whenever technicians were late.”

Another challenge for Garage Door Depot was ensuring the team knew where all its fleet vehicles were at any given time. Employees are permitted to take the vehicles home at night and the company wanted to ensure that it could better track company assets. With an eye on improving operations and customer service, Garage Door Depot looked into taking advantage of GPS technology to improve delivery times and technician efficiency.

“While we trust that staff members aren’t using the vehicles for personal purposes, to better manage our assets and the technicians that use them, we wanted to introduce a formal process to track vehicle location, fuel usage and mileage,” says Carman.

Solution

After investigating various industry technologies and options, Garage Door Depot worked with Complete Innovations – a global provider of mission critical operational solutions – to deploy Fleet Complete®, a GPS fleet and asset tracking solution.

“We looked at other GPS and fleet tracking solutions but found they were either too expensive to deploy or couldn’t scale to fit the unique needs of our business. Fleet Complete gives us a more cost-effective GPS solution while helping us prepare for future growth,” says Carman.

The company is using the Fleet Complete solution to cost-effectively track vehicles in real time, gather information from the field and improve operating efficiencies. The platform requires a wireless data plan and includes the Fleet Complete software and GPS modems.

“ There’s no more guesswork, as our dispatchers are now able to open up a screen and automatically have a visual image of where our vehicles are located in a specific area. ”

Garage Door Depot was impressed with the automated platform because it was both easy-to-deploy and extremely user-friendly, notes Carman. The company began with an initial test phase, implementing the GPS-enabled hardware modems – MGS(2) – within five trucks before gradually rolling it out to the entire fleet. The initial implementation was completed in a matter of hours; to ensure a seamless transition, the company worked closely with Complete Innovations and a local certified installer. As technicians are largely standardized on BlackBerry devices, the company can also dispatch information electronically through their mobile phones. Using Fleet

Complete, the company can now send and receive information in real-time – helping to provide up-to-the-minute insight into its fleet. This means that the dispatch team has stronger insight into the location and status of company vehicles, which helps improve fleet management.

“There’s no more guesswork, as our dispatchers are now able to open up a screen and automatically have a visual image of where our vehicles are located in a specific area,” says Carman.

Benefits

“Since using Fleet Complete, we’ve seen an almost immediate uptick in staff productivity.”

Using the Fleet Complete solution, Carman notes that Garage Door Depot has been able to boost customer service and improve driver productivity.

“There’s been a definite ‘wow’ factor in using Fleet Complete. It’s all about improving fleet efficiency and having that real time insight on where technicians are at any given time,” says Carman. “Using the solution, we’ve also been able to reduce our fleet vehicle fuel costs by 21 per cent,” says Carman.

Enhanced Customer Service

The Greater Vancouver Area is a widely-dispersed region, and the company is using Fleet Complete to help ensure that its fleet vehicles can deliver fast, efficient customer service throughout the city.

“Because we do a lot of commercial service for condominiums and apartment buildings, property managers are

constantly phoning us about human error-related issues around their gated entry underground parking facilities,” explains Carman. “Using Fleet Complete has been great for us because the GPS capabilities enable us to quickly track and dispatch our vehicles out in the area, which helps to maintain a high level of customer service.”

Improved asset tracking and staff productivity

The company is taking advantage of Fleet Complete to better manage its trucks and technicians more effectively. Dispatchers can also track speed, distance travelled and receive alerts to prevent unauthorized use of vehicles and out-of-route activities. This not only helps to streamline maintenance and operations costs by more than 20 per cent notes Carman, it also helps to ensure a high level of staff productivity at all times.

“Since using Fleet Complete, we’ve seen an almost immediate uptick in staff productivity. It’s also enabled us to create clear best practices around using company resources during and after work hours,” says Carman.

Optimized operations for future growth

In 2010, the company embarked on a comprehensive public relations and marketing campaign to grow to 40 franchises in locations across Canada. Implementing GPS technology via Fleet Complete has been a key part of these plans, notes Carman.

“As we grow, Fleet Complete helps to give us a greater awareness of where our assets and people are at all times, in real time. Using the GPS solution has been fantastic for our competitiveness, customer service and overall efficiency,” says Carman.

About Fleet Complete

Fleet Complete is a GPS-based tracking and management solution that collects vital on-board or in-field information from the vehicle or the mobile resource, and delivers this to the company’s operations staff for real-time tracking, back-end integration and reporting. Through a combination of location-based services, back office monitoring and two-way communication, Fleet Complete enables companies to better manage their fleet, reduce fuel consumption, increase worker safety and regulate employee activities in the field.

Fleet Complete was recently integrated with Garmin Personal Navigation Devices, enabling customers to further streamline their operating costs with reduced out-of-route miles, real-time communication and driver status updates.