



Case Study

Campbell Oil CUTS FLEET MANAGEMENT PROBLEMS DOWN TO SIZE

“With Networkfleet, we have been able to monitor and control our speeds to ensure our safe driving policies.”

Brian D. Campbell
COO

MORE DELIVERIES, MORE CUSTOMERS:

- Saved \$1800 in first month by reducing vehicle idle time.
- Increased deliveries by locating the closest vehicle to a customer.
- Gained new customers by using Networkfleet's online application as a sales tool.
- Improved efficiency by automating submission of state mileage reports.

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Delivering fuel and lumber is an unforgiving business. Companies either deliver fast, efficient service or they quickly run out of gas. When Campbell Oil Company found itself lagging behind competitors in both areas, it decided to implement a fleet management system. The company now uses Verizon Networkfleet to enhance its competitive position by reducing operating expenses and improving customer service.

A SMALL BUSINESS WITH BIG CHALLENGES

A family-owned business in Elizabethtown, North Carolina, Campbell Oil Company delivers fuel and lumber to customers ranging from fleet, farm, and construction companies to quick-lubes and retail outlets. For years, it dispatched its fleet of delivery trucks by mobile phone. When this approach proved to be time consuming and inefficient, the company sought to improve routing efficiency, speed up delivery times, and improve fleet utilization in the face of rising fuel costs. Otherwise, it risked losing business to more efficient competitors.

24/7 VEHICLE TRACKING BOOSTS FLEET PRODUCTIVITY

After evaluating several solutions, Campbell Oil chose Networkfleet for its combination of price, capabilities, and local support from Amerizon, a Networkfleet reseller in North Carolina, and installed it on 50 of their vehicles. The Networkfleet solution merges GPS technology with affordable wireless coverage and remote engine diagnostics, making it simple for the company to keep track of and communicate with its fleet any time, virtually anywhere.

IMPROVED OPERATIONS – AND UNEXPECTED DIVIDENDS

The ability to instantly locate any vehicle has facilitated more efficient scheduling and

routing, resulting in significant cost savings. And managers now use data generated by the system to streamline the monthly fuel tax reporting required of commercial fleets.

Within the first month, Campbell Oil saved \$1800 by reducing idle time, and Brian D. Campbell, COO, expects these savings to increase over time. Meanwhile, the company has also reduced speeding, increased on-time deliveries, and improved driver safety.

Campbell Oil has even used Networkfleet as a sales tool to gain new customers. When a prospect questioned Campbell Oil's ability to deliver on short notice, Campbell used his iPad to demonstrate how the system could instantly identify the closest truck and reroute the driver to get him there fast. That was enough to close the sale.

“Our business is built on providing exceptional service, and managing our fleet more efficiently helps us do that,” said Campbell. “Thanks to the great service we receive from Networkfleet, we can provide our customers with a higher level of service.”

READY TO GET STARTED?

To find out how you can benefit from Networkfleet, contact your account manager or visit networkfleet.com.