



Campbell Oil Saves \$1800 in One Month by Reducing Idle Time with Networkfleet®

Summary

Within the first month of implementing Networkfleet, Campbell Oil Company found it had saved \$1800 as well as reduced speeding, increased on-time deliveries, and streamlined fuel tax reporting.

Problem

Campbell Oil Company is a third generation, family owned and operated business based in Elizabethtown, NC. The company delivers fuel and lumber to customers whose needs range from fleet, farm and construction to industrial, quick-lubes, retail outlets, car and truck dealerships. Its delivery fleet consists of a combination of small delivery trucks and 18 wheel semi-trailer trucks.

Campbell Oil Company's COO, Brian D. Campbell, wanted to increase the efficiency of the company's delivery operations and reduce operating expenses due to rising fuel costs.

"We were dispatching trucks using cell phones, but we had to call every truck to locate one that was close to a customer location," said Brian Campbell. "We needed a way to increase our routing efficiency and improve delivery times."

Solution

Campbell Oil Company evaluated several solutions but ultimately selected the Networkfleet GPS fleet tracking system due to the combination of price, capabilities, and local support from Amerizon Wireless, a Networkfleet reseller in North Carolina. Networkfleet merges GPS technology with affordable wireless coverage and remote engine diagnostics. The result is easily accessible GPS fleet tracking that improves efficiency and reduces cost. Campbell Oil initially installed Networkfleet in 50 vehicles.

"We had a long standing relationship with Amerizon Wireless, and they recommended Networkfleet," said Campbell. "Both Amerizon and Networkfleet offer great training, service and support and are known as reputable companies. That was important to us."

Results

When Campbell Oil reviewed the success of the Networkfleet system, they were very excited about the results.

"Our company saved more than \$1,800 in the first month just by reducing our idling, and we are on track to save even more," said Campbell. "Another significant benefit is that we have been able to monitor and control our speeds to ensure our safe driving policies."

The company's managers also found the Networkfleet system easy to use. Using Networkfleet to instantly locate any vehicle has helped them with scheduling and routing, which has expedited deliveries and reduced route time, resulting in cost savings.

Campbell Oil has even used Networkfleet as a sales tool to gain new customers. "We have a great reputation for fast service. Recently a prospect was concerned about how quickly we could get to him if needed," continued Campbell. "I opened up my iPad, which was already on the Networkfleet web site, and showed him how it displayed the location of all of our vehicles in his proximity. If he needed product right away, our dispatcher could instantly see the closest truck to his store. And, that closed the sale!"

Networkfleet also helped the company identify a safety issue. An individual called the company to report that one of its propane trucks was dragging something and setting off sparks, a potentially dangerous situation. In just a few clicks on the Networkfleet web site, the company quickly located the vehicle and notified the driver. Before Networkfleet, the company would have had to call each of its trucks to identify the one with the problem.

Campbell Oil's accounting department uses Networkfleet's State Mileage Report to simplify fuel tax reporting required by the International Fuel Tax Agreement (IFTA) for commercial fleets. Managers can log on to Networkfleet's online system and generate reports showing the number of miles traveled for each vehicle by state, including the distance traveled in each state, toll and non-toll distance, and dates of entry and exit. Previously this information had to be collected manually.

"Our business is built on providing exceptional service and Networkfleet helps us do that. In turn, we appreciate the great service that Amerizon and Networkfleet is providing for us."

For more information on Networkfleet visit networkfleet.com or call 866.869.1353.