



## Networkfleet® Helps SuperShuttle Improve Service, Increase Safety, and Lower Emissions

### Summary

When you're running a shared-ride shuttle service, safety and customer responsiveness are key to success. After implementing Networkfleet, SuperShuttle has enhanced both.

### Problem

With operations in 38 states, SuperShuttle, a wholly-owned subsidiary of global-transportation leader Veolia Transportation, is the premier shared-ride airport transportation service in the United States.

Nowhere is this more evident than in San Diego, California, where SuperShuttle serves an average of 400,000 customers and travels six million miles per year. Looking to further increase its strong competitive position and customer service, the company decided to implement technology that would improve vehicle routing and utilization.

"In a tourist mecca such as San Diego, shared-ride transportation is a competitive industry with slim margins," said Mike Patton, Director of Operations for Veolia Transportation and SuperShuttle International. "Only the best customer service at the best value will ensure repeat business."

### Solution

In 2005, SuperShuttle San Diego (then an employee-based company operating as Cloud 9 Shuttle) implemented Networkfleet on its fleet of 110 vehicles. SuperShuttle is now a franchisee-based operation with a strong commitment to providing a proven structure of support for its franchise owners and their vehicles.

"Networkfleet is one of the most critical benefits we provide our owner/operators," said Patton. "And it's also vital to my job of managing resources and making sure we can serve SuperShuttle's customers in a cost-effective manner."

With 40% of the business comprised of contracts with corporations and government organizations, SuperShuttle San Diego must provide the company's franchise owners and their combined fleet of 95 vans and sedans with operational assistance, technology infrastructure, marketing, sales support, and, perhaps most important, with tools that foster superior customer relations.

SuperShuttle selected Networkfleet for its exceptional GPS capabilities and originally implemented Networkfleet to help efficiently route passengers by geographic zone. "Thanks to Networkfleet's GPS tracking, customers enjoy the cost savings of a shared-ride service while still reaching their destinations quickly," said Patton.

### Results

In addition to more efficient routing, SuperShuttle has benefited from the diagnostic maintenance and safety features of Networkfleet and from the added accountability that is a natural by-product of its tracking and monitoring capabilities.

San Diego SuperShuttle franchise owner Robert Grosz describes the accountability aspect in this way: "The hard part of managing my shuttle business is making sure operators aren't doing runs 'off the book.' It gives me peace of mind to know how the vehicle is being used and where it's been. I can see the vehicles are traveling within the speed limit and that all trips on the trip sheet match actual runs."

Grosz also credits Networkfleet with helping him reduce repair and maintenance costs. "Because Networkfleet connects directly to the engine's diagnostic unit, I receive live notification of trouble codes, so I can immediately jump on it before the problem worsens. Also, I can communicate more efficiently with my drivers when a code comes in and make sure they take the vehicle to their nearest repair shop. This saves money on repairs."

Additionally, owner/operators and SuperShuttle benefit from Networkfleet's automatic smog check feature. The Networkfleet system continuously monitors vehicle emissions and sends reports to fleet managers when a vehicle is out of compliance. In California, Networkfleet customers like SuperShuttle use the service to bypass physical smog checks, which prevents vehicle downtime and the cost of a smog test.

"The ROI for Networkfleet is instantaneous because the smog feature alone gets you over the investment hurdle. With Networkfleet continuously monitoring emissions, we no longer need to bring vehicles in for a physical smog inspection," said Patton. "This saves thousands of dollars a year because time does not have to be set aside to get the smog test done."

Networkfleet also helps SuperShuttle increase advertising revenue by documenting where vehicles travel and how much time is spent in specific neighborhoods on a weekly and monthly basis. SuperShuttle is able to use Networkfleet's historical tracking reports and the geofence feature to show advertisers specifically where their advertising is being seen on SuperShuttle vehicles.

### Results

- *Reduced costly repairs with automatic diagnostic alerts that identified engine problems.*
- *Minimized downtime and eliminated the cost of traditional smog checks.*
- *Increased driver accountability by monitoring location, miles driven, and speed.*
- *Increased advertising revenue by documenting where vehicles travel.*

**For more information on Networkfleet visit [networkfleet.com](http://networkfleet.com) or call 866.869.1353.**