

## Case Study 3: CRCS DKI

*Topics: Ease of Use, Flexibility, Actionable Data, Employee Management, Fuel Management, Safety*

Industry: restoration services and disaster clean up

Based in: Oshawa, Ontario

Types of Vehicles: commercial vans and sedans

Fleet Size: 30

The longer a fleet uses telematics, typically the more uses management will find. Going into the third year of using Geotab telematics, CRCS DKI, a restoration and disaster clean up company, is utilizing the system every way it possibly can. As a result, Kyle Douglas, the company's manager of corporate services, reports that the company is reaching a savings of nearly \$100,000 so far.

"When I was doing the research on a new telematics system — the old one we had was very outdated — it came down to something that was user-friendly," Douglas says. "I needed something that was easy for my staff to use, and something that provided data that helped with our day-to-day business."

To make it easy, the Geotab telematics system provides a "homepage dashboard" that the user can customize and choose what to display. For Douglas, his dashboard shows him the top 10 least efficient drivers, the top 10 highest idling drivers, the 10 best-performing drivers and other quick-hit information on the fleet. "That home dashboard just allows my managers to be able to track production and be able to understand what our employees are doing at a quick glance," he says.

Each of those overviews can be clicked on to drill deeper into the data. Douglas also uses it to get the quickest routes for drivers, monitor the fleet's overall fuel economy, and work on individual driving behaviors, such as reducing hard cornering or acceleration. "Some people think they're great drivers, but Geotab paints the true story," he says. The company has been able to improve its overall fuel economy from 11.2 MPG (or 21 liters per 100 kilometers) to 13.4 MPG (or 17.5 liters per 100 kilometers).

Another honesty tracking tool is being able to compare the driver's claimed start and stop times with vehicle tracking data. "We bill per hour, so if you have guys that are working six hours and they're billing you eight, we're able to use Geotab to better understand what our employees are actually doing," Douglas says, adding that they use the data and the driver scorecards it creates to reward the best-performing drivers. The employee tracking system was actually a customized system that CRCS DKI worked with Geotab on to create an algorithm for. A report is sent to Douglas every Monday, and then he compares that to employee timesheets.

The company was catching up to almost 40 misreported hours per month, per employee. "That's a lot," Douglas says, adding that 30 minutes here and there accumulates fast when it's happening on a regular basis. "If you're in the service industry, you have to monitor that and make sure that doesn't happen."

When you don't have a lot of personal interaction because they're going right to the jobsite and going home from there, then you need to be able to see what they're doing. And it's not that we have bad employees, our employees are outstanding, but a half hour here then turns into another half hour there and another."

Overall, the system allows the company to improve on the bottom line when it comes to the most costly employees. For example, one driver was costing the company \$144 in fuel costs per month just in idling. Douglas set up some parameters once he saw the trend, so that after the driver idled for five minutes while in park, it would start counting the idle time — data he could then show the driver to curb the habit.

"Honestly, you can build endless and endless reports and swamp yourself with data, but it's a matter of identifying the needs of your company," Douglas says. "And that is what I set out on more than two years ago. If I'm going to pay for this program, we will find a way to save money. And now, it has paid for itself over and over again."