

The Case for Collaboration

Company: 1-888-Trash-It!
Industry: Environmentally-conscious trash collection
Website: www.888trashit.com
TomTom Implementation: TomTom WORK WEBFLEET management system

Challenges Solved:

- Inability to track drivers' activities
- Inefficient communication with drivers
- Time on road not optimized
- Employee abuse of resources
- Lack of differentiation from competitors

The Bottom Line: TomTom WORK fosters growth of small business, driving increased revenue and long-term viability.

Results of implementation:

- 50% growth in jobs completed per day
- 12% reduction in fuel spending
- More efficient job planning and communication
- Clear selling point to franchisees

1-888-Trash-It! Collects a Winning Solution with TomTom WORK

1-888-Trash-It! is an environmentally-conscious junk removal company, serving both residential and commercial customers. A highly-professional and service-oriented business, the company tailors its services to each client and prides itself on its ability to handle any job quickly and efficiently. With an eye on ecology, it typically recycles or donates over forty percent of its collected trash.

Originally based in the Detroit, Michigan area, the company has expanded its business through a franchise model and has become a nationwide player. These locally-owned outlets maintain the 1-888-Trash-It! platform of service with various-sized fleets of trucks.

The Project

1-888-Trash-It!'s entire business is on the road. For them, managing their fleets efficiently holds the same sense of urgency as managing an office efficiently does for most companies. Increased driver productivity is a path to reduced costs, higher earnings and greater potential for additional franchise outlets. In addition, because their business is on wheels, there is a greater likelihood of employee abuse of resources. There was a great need to control this through higher levels of visibility to the location and activities of their vehicles.

What 1-888-Trash-It! needed was a streamlined way to dispatch and track vehicles. The Director of Operations of the company, Michael Seifeddine, had become familiarized with TomTom WORK while in Europe and knew it would be a good fit for the company.

The Problem

As 1-888-Trash-It! grows its business through a franchisee base, it is faced with the challenge of quickly scaling its systems to meet its growing fleets of trucks. To address this challenge, it needed a solution that would allow franchisees to quickly set-up, implement and operate a full-scale trash collection business. Because the various franchisees have a wide range of technical aptitude, 1-888-Trash-It! was looking for an intuitive, easy-to-use system. TomTom WORK fit the bill by providing an easy-to-install solution with a short learning curve.

1-888-Trash-It!'s franchisees are located in markets throughout the US and have varying clients and customer needs, so they need flexibility. The clients have diverse volumes of trash and types of trash that sometimes require special handling and equipment. Franchisees typically have small fleets of trucks with differing capabilities in both equipment and personnel. In order to customize service to each client's needs, the company required the ability to track the progress of various drivers along routes and at assigned jobs, and to keep an activity log in order to improve client service.

The Solution

TomTom WORK provides users with tracking and tracing technology for a connected navigation solution, as well as industry-leading two-way communication and professional reporting capabilities. TomTom WORK gives fleet managers and customers the level of transparency that their jobs require. The success of TomTom WORK is based on the all-in-one and plug-and-go aspects of the solution. The award-winning TomTom GO is combined with the TomTom LINK and the TomTom WEBFLEET to provide users with a connected solution that is easy to install and use. The solution is an excellent value and can be operated for as little as \$3 a day and with no extra software or technical support required.

TomTom WORK provided a solution for all of 1-888-Trash-It!'s many business goals:

Tracking Ability

TomTom WORK's scaleable tracking system, which requires no software installation, was easy to implement and immediately provided a benefit to the company. The TomTom connected navigation system provided them with real-time visibility to their fleet of trucks and decreased both personal usage of the trucks and overall time spent on the road. It quickly increased the number of jobs completed each day to 150% of what was done prior to using TomTom WORK.

Improved Dispatching & Reduced Fuel Costs

TomTom WORK's ability to dispatch jobs through messaging and to immediately enable drivers to navigate to various locations created vast efficiencies for the company. Since deploying TomTom Work, fuel costs decreased by an impressive 12% and driver time is more productive. As the 1-888-Trash-It!'s Michael Seifeddine put it, "There's no more: 'Hang on. Let me pull over to write this down'." Additionally, this benefit further fulfilled the company's commitment to the environment by substantially decreasing their fleet's total fuel consumption as a result of using TomTom WORK.

Employee Adoption

1-888-Trash-It!'s employees have adapted well to using TomTom WORK. In fact, according to Michael Seifeddine, "they rave about it because it's fool-proof." One of the qualities they enjoy most is the follow-through and support TomTom provides. "The only thing better than the TomTom unit itself is the customer service we've received at every step along the way."

Client Response

1-888-Trash-It!'s customers have been delighted with the increased customer service they have received as a result of TomTom WORK. They now have real-time visibility to the location of the specific vehicle assigned to their business through TomTom WEBFLEET. WEBFLEET is a web-based console enabling 1-888-Trash-It!'s customers to see the status of a vehicle, (i.e.: stationary or moving, where the vehicle has been, what road they are on, the direction traveling, and speed). Now, instead of spending time and money placing calls to drivers and 1-888-Trash-It! franchise owners, they simply open their web browser to track the progress and status of all jobs. As an added bonus, they are no longer burdened by fielding calls from lost drivers asking for directions.

Company Growth

Even more exciting for the company is that the addition of TomTom WORK to their business model has provided a key selling point in the franchising process. This provides 1-888-Trash-It! with a clear point of differentiation versus other waste removal companies and has helped them to successfully compete for new franchise business. This has assisted 1-888-Trash-It! in bringing on new partners and will continue to help them grow and to become a leader in the industry.

If you would like to learn more about how TomTom WORK can help your business achieve its goals, please visit www.tomtomwork.com/us.

TomTom WORK. Plan your day the easy way.