Case Study

NexTraq

"The reporting functionality lets us pinpoint fuel information so that we can attribute a savings of $25,000 in fuel costs annually within our towing fleet."

Mike Duzan, Automotive Operations Director for Bobby & Steve's Auto World

Challenge:

With a diverse and growing business, Bobby & Steve's Auto World needed a way to track the vehicles that are part of its 24/7 towing operations.

Solution Results:

- Fuel savings of $25,000 annually
- Cash receipts are verified through the NexTraq solution
- Accurate and Faster ETAs for its customers

Fleet Size:

28 vehicles

About Bobby & Steve's Auto World

Established in 1954, Bobby and Steve's Auto World is a company dedicated to serving its guests with fast, friendly and convenient service. They offer many services including 24-hour convenience and gas, 24-hour towing, everything 'under the hood' automotive repair, a Chevy Grille, and a car wash to name a few. For more information, please visit: http://www.bobbyandstevesautoworld.com/index.cfm.

Bobby & Steve's Auto World Saves $25,000 in Fuel Costs with NexTraq's Fleet Tracking

Minneapolis–based auto service company keeps drivers accountable while automating its fleet operations across seven stores

Challenge:

Established in 1954, Bobby & Steve's Auto World is like no other auto service company in the U.S. Bobby William, Chairman and Founder, and Steve Anderson, CEO and Co-founder, wanted to start a unique business that has a retro feel that gives its customers a fun experience. Whether their customers are looking to fill up on gas, need a tow or full mechanical repair to their vehicle, they have the comfort of waiting in a customer room complete with big screen TVs and vintage cars. With a business this diverse and growing, Bobby & Steve's Auto World needed a way to track the vehicles that are part of its 24/7 towing operations.

Solution:

Mike Duzan, Automotive Operations Director for Bobby & Steve's Auto World, said, "We looked at two GPS fleet tracking companies, and decided on NexTraq® because of the solution's extensive reporting and tracking capabilities." Due to the nature of the towing business, Duzan decided to implement the Fleet Dispatch application to quickly route drivers to a location as they often receive emergency calls.

Results:

Duzan cites fuel savings as a major benefit to implementing NexTraq's Fleet Tracking solution. Using the Idle Report, he can tell which of his drivers are excessively idling and wasting fuel.

Duzan said, "The reporting functionality lets us pinpoint this information and we can attribute a savings of $25,000 in fuel costs annually within our towing fleet."

The Fleet Dispatch™ application lets Duzan know exactly where his drivers are and that they have responded promptly to a service call. It also provides his crew with voice-guided, turn-by-turn directions when going to a pick up location.

Duzan plans to add more NexTraq Fleet Tracking devices to his towing operations. He said, "Currently we have 26 vehicles with GPS vehicle tracking devices, but plan to add two more as we continue to grow."

And with the motto, "service with class," it's easy to believe Bobby & Steve's Auto World will continue to grow. Duzan adds, "We are looking to add locations in the Twin Cities area as well as looking at locations outside of the state."

He adds that NexTraq's customer service and support has been great. With growth in mind, it looks like a successful long-term business partnership.

For more information on NexTraq, please visit:
www.nextraq.com