Case Study

NexTraq™

"We have seen a 10 percent improvement in all areas of our fleet operations – from a reduction in fuel costs to increased driver productivity."

Mike Zalatoris, Owner of Everclean Maid Service

Challenge:

Established in 1986, Everclean Maid Service sends its vehicles out in a heavily congested traffic area – metro D.C. and northern Virginia

Solution Results:

- Improved Customer Service
- Reduced Fuel Costs
- Eliminated Unauthorized Vehicle Usage

Fleet Size:

6 vehicles

EVERCLEAN MAID SERVICE

About Everclean Maid Service

Based in the metro D.C. and northern Virginia area, Everclean Maid Service provides customized, full service cleaning for residential clients. Offering a variety of services from regularly-scheduled cleaning sessions to special cleaning projects, it puts the customer first in every service call. Everclean Maid Service is a member of the Association of Residential Cleaning Services International and a participant in the Cleaning for a Reason program. For more information, please visit: www.evercleanmaids.com/.

Everclean Maid Service Improves Customer Service with NexTraq Fleet Tracking

Full-service residential cleaning company optimizes its fleet's routes while providing accurate ETAs and reducing fuel costs

Challenge:

Established in 1986, Everclean Maid Service sends its vehicles out in a heavily congested traffic area – metro D.C. and northern Virginia. In fact, according to the Texas Transportation Institute's Congested Corridors Report, it's the 12th most "reliably unreliable" traffic area in the U.S. Everclean Maid Service owner, Mike Zalatoris, was looking for a solution to help his drivers better navigate the area with efficient routing to ensure superior customer service levels.

Solution:

Zalatoris selected the NexTraq™ Fleet Tracking solution, stating, "It seemed to be the most attractive package for our company." While initially purchasing the GPS vehicle tracking solution to track unauthorized vehicle use and to reduce fuel costs, Zalatoris quickly realized the surprising benefit of improved customer service through optimized driver routes.

Results:

Zalatoris said, "While all of our drivers have cellphones, I quickly realized we could access the location of any driver much more quickly with the NexTraq system. It was instant." He was also able to quickly re-route drivers that had gotten lost or stuck in the D.C. area's notorious traffic conditions.

NexTraq's use of Google® Maps technology enabled Zalatoris to see the location of his vehicles in traffic view to quickly assess the best route to get the driver to the service call and give the customer an accurate ETA. Once implementing the NexTraq Fleet Tracking platform, Zalatoris noticed an immediate upward trend in his drivers' responsiveness to customer service calls.

Additionally, Zalatoris notes, "Our drivers think twice about their behavior. They know that I can easily track their location and activity within the NexTraq application." As a result, unauthorized vehicle use has practically been eliminated.

"We have seen a 10 percent improvement in all areas of our fleet operations – from a reduction in fuel costs to increased driver productivity," said Zalatoris. However, the most important benefit remains the ability to exceed customer service levels.

As a locally-owned and operated company, it's not surprising that the customer comes first. Everclean Maid Service gives back to its community with its involvement in the Cleaning for a Reason program, where they offer four free cleaning sessions for breast cancer patients. It's clear that Everclean Maid Service is dedicated to their community as well.

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