

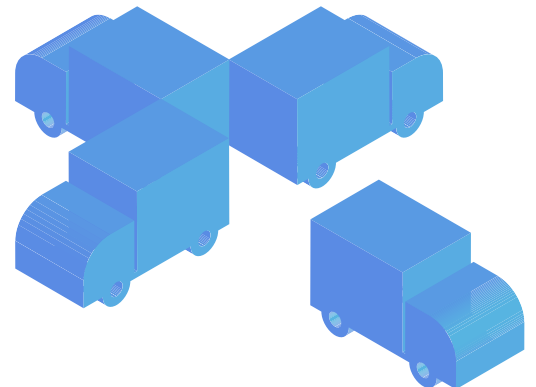
How Capital Beverages uses Spytec GPS for Fleet Management



Capital Beverages is a regional beer distributor located in Carson City, NV. They serve the Sierra Nevada mountain region, including rural Nevada and Lake Tahoe. Capital Beverages has a fleet of ten vans and six trucks responsible for making deliveries across a large geographic area.

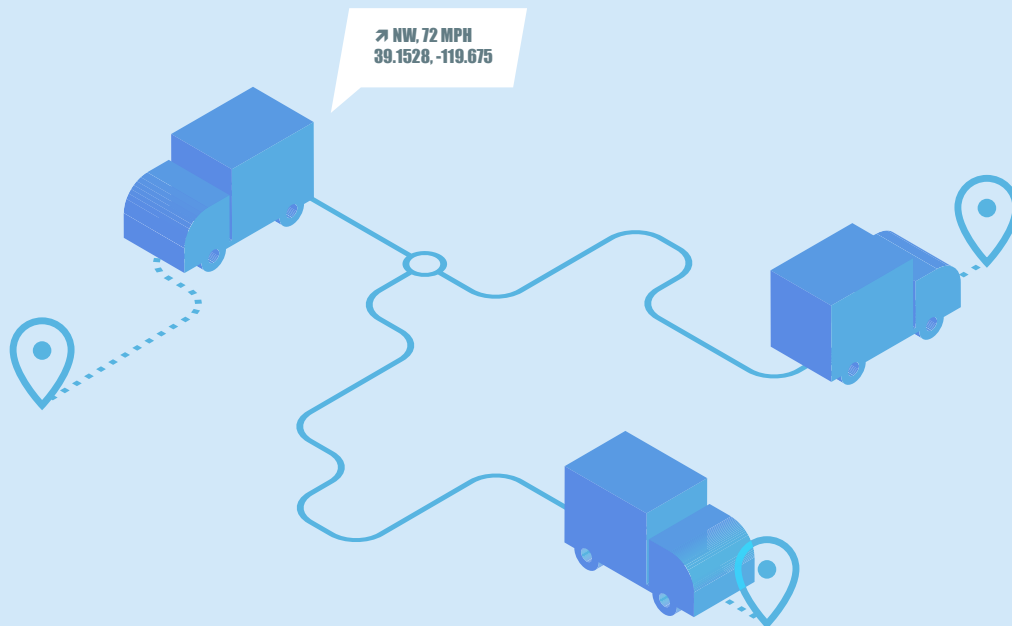
CHALLENGE

Capital Beverages began exploring location-based technologies in response to customer inquiries about the status of deliveries. Prior to implementing Spytec GPS services, it was difficult for the Capital Beverages office to communicate to customers exactly where their delivery vehicles were, and what time they would be arriving. This problem was especially complex due to the rural nature of the delivery area, where cellular reception could be spotty due to tower placement in the mountains. Other issues Capital Beverages had in mind were safety concerns regarding the speed of the delivery vehicles, route optimization, and reports that could verify that a delivery had taken place.



SOLUTION

The first tracker purchased by Capital Beverages was a portable, battery-operated tracker, which offers an affordable price point with scalability for fleet management. Because our solution retains location history, cell tower placement was no longer an issue. The device offered the tracking and reports Capital Beverages needed, but the charging requirements of this device became problematic. After consulting with a Spytec GPS account manager, Capital Beverages switched to an OBD Tracker, which plugs directly into the vehicle and uses the vehicle's power supply for long-term tracking.



“You guys got it down. Interface is spot on. You can instantly log on and see where everything is at, even from your cell phone. The information is at your fingertips, and there’s no one else that competes.” — Jason Brown, Project Manager at Capital Beverages

BENEFITS

At Capital Beverages, senior managers monitor the trackers daily. Being able to view driver routes allows for improved customer service and accountability,

and rerouting when necessary has become simpler and more streamlined. Customized reports help the company understand how long each delivery takes, crucial information for optimizing future routes. Other Spytec features like boundaries ensure that management is aware if a vehicle goes where it's not supposed to. Mobile access to the user-friendly Spytec GPS platform means that valuable tracker information can be accessed instantly, from anywhere.

RESULT

The key benefit of Spytec GPS for Capital Beverages has been on the customer service side: when a customer calls about the status of a delivery, the answer is quickly and easily available. In addition, Spytec GPS helped Capital Beverages better understand their business and empowered them to make data-driven changes for improved efficiency.

“You can’t quantify customer satisfaction and knowledge. It makes you a better businessperson to have better technology and data at your fingertips to make better decisions. As far as dollars and cents, we’ve become a better company.”

— Jason Brown, Project Manager at Capital Beverages

