

# Route Balancing Case Study

## FLEET INTELLIGENCE DRIVES BIG SAVINGS FOR LOCAL BUSINESS

How a three truck company reduced fleet mileage by 48% (in only 90 days) with a \$4,995 investment – and zero complaints from the staff. After several months trying to route by hand, Owner Rob Breitner hired MobileIQ to get the project on track

### Set the Go Live date first

Everything works backward from there. The Go Live date (when the new routes actually hit the street) determines several critical steps in the project:

- implementation plan review and approval
- customer notification to reduce inbound calls
- product load-up to prevent shortfalls
- test upload to billing system to eliminate errors

### Manual tools waste valuable time

Rob Breitner's company has delivered bottled water and salt to southeast Michigan for three decades. Since the business is always changing, Rob wanted to improve overall fleet efficiency by balancing the delivery routes. But making changes by hand proved easier said than done and the project was abandoned.

### Use online maps to see problems

Commercial routing software was one possibility, but it seemed complicated and expensive. He didn't want to invest months in learning something that would likely be used only one time. Another dealer suggested a tool from MobileIQ that might help.

Headlight™ is a customer service tool for managing routes. The online subscription service uses Google Maps to quickly spot routing problems, evaluate

changes and simplify common tasks like assigning will calls and routing new customers. Rob signed up for an account, imported the route data and could quickly see the current route problems. The next step was taking action.

### Perform a cost benefit analysis

Rob's dealership ran three routes: 2 trucks delivered bottled water and 1 truck delivered salt. All three drivers had erratic schedules - some days ended at 11:30 am with others returning after 6 pm. Product volumes were another concern, since some days were too light to be profitable.

MobileIQ made several suggestions that hadn't been considered in the past. The implementation plan included a full cost benefit analysis for Rob's team - vehicle, hour and mileage reductions - along with detailed customer changes for review and approval.

Rob decided to combine everything into two mixed routes. That reduced route days by 33%, took a truck off the street and left room for summer demand.

### Establish route metrics

Managers collected daily mileage and hourly data for two weeks before starting. This let Rob compare the new routes afterwards to accurately calculate the annual Return On Investment (ROI) for this project.

Schedule a free 30 minute route analysis and savings estimate for your company

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