



Joey Ross  
**TOWING**

# VOICE OF THE CUSTOMER



## Joey Ross Towing saves 15% on fuel costs with TomTom

Texas towing company deploys integrated TomTom/Tracker Management fleet management solution to improve driver tracking and reduce customer response times.

Towing in east Texas  
for more than 20 years

### The Company

Joey Ross Towing has been providing around-the-clock roadside assistance and heavy duty towing services throughout eastern Texas for more than 20 years. The company is based in Nacogdoches, between Houston and Dallas, and serves the counties of Angelina, Cherokee, Nacogdoches, Rusk, Shelby and St. Augustine. Joey Ross Towing has 10 trucks on the road, including light, medium and heavy-duty equipment for towing vehicles from passenger cars to 18-wheelers and large motor homes.

Calling all drivers

### The Challenge

With a sales territory covering hundreds of square miles, keeping track of its drivers was the biggest challenge for Joey Ross Towing. "I never knew where anybody was," says Joey Ross, owner of Joey Ross Towing. "When it was time to assign a new job, I was constantly calling driver after driver to find out which one was closest." Based on these calls, dispatchers would provide customers with an estimated time of arrival, but the dispatchers had no way of knowing what the driver had done or where the driver was from the time the call was assigned until he arrived.

The size and rural geography of Joey Ross Towing's territory also made it difficult for drivers to navigate quickly to the customer – which contributed to slower response times. "Too many times when calls came in, our drivers had to pull off the road, open a paper map and search for the right county road," says Ross. One wrong turn could mean a lengthy detour and increased fuel costs.



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## Turn-by-turn directions and driving alerts

### The Solution

Ross conducted an extensive evaluation of fleet management solutions and ultimately chose an integrated TomTom/Tracker Management system. "We were halfway through the demo when I had my mind made up," says Ross. "I first ordered five TomTom devices for my small trucks. But four or five days after I had them installed, I called Tracker Management and ordered five more to put them in every vehicle we have."

The tight integration between TomTom and Tracker Management has made it easy for Joey Ross Towing to track its drivers, assign new jobs and provide customers with accurate arrival times. "I'm watching our new system all day long," says Ross. "And even at night when I dispatch, I'll watch it from the house. I love that anywhere I can get on the internet, I can see what my fleet's doing."

Ross even checks the system first thing in the morning to see if any of his drivers had to work overnight on emergencies. If so, he makes sure no one calls to wake them up and has other drivers cover the day's jobs.

TomTom's easy and accurate navigation has cut Joey Ross Towing's fuel costs by 15% and reduced the company's response times significantly. "Our dispatchers enter the customer's address into the Tracker system, which sends it to the TomTom device in the truck," says Ross. "The driver just follows the turn-by-turn directions and he's right there. We even customized the system by adding all the local garages and dealerships we work with. Being able to find these locations without getting lost, especially when they have to travel into the city, is a big benefit our drivers really appreciate."

The company is also using the data generated by TomTom to highlight bad driving and improve its billing. "If I had one truck that was constantly going through tires, I really had no way of knowing why," says Ross. "But now I can look at the TomTom reports and see if one driver's jamming on the breaks or speeding around corners. It's all right there."

"With billing, if a customer wanted to pay you on the spot, we had to guess the mileage," says Ross. "With five drivers, you'd get five different guesses on mileage. Now all our drivers just check the TomTom and it tells them. Our billing is accurate and consistent."

Better tracking, easier navigation, lower fuel costs and shorter response times are big benefits for every towing company. "I don't know how I ever made it without TomTom and Tracker," says Ross. "The way these two products work together and the customer support you get from both companies -- you just can't beat it."