



Mobile Thrones
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PORTABLE TOILET RENTALS

VOICE OF THE CUSTOMER



Mobile Thrones cuts fuel and labor costs up to 20% and increases revenue by up to 10%

Company uses TomTom to track 400 portable restrooms across East Texas

Diversified sanitation services

The Company

Mobile Thrones provides portable toilets and related sanitation services to businesses in North Texas, with a fleet of six trucks deploying and maintaining more than 400 toilets spread across thousands of square miles. The company's main business is long-term rentals for construction sites and oil field sites, but it also provides restrooms for major events.

"We started Mobile Thrones six years ago and have built a very diversified business," says Gary Oliver, CEO of Mobile Thrones. "Our main service is toilet rentals, but we also offer septic tank pumping, sink rentals, holding tanks, anything required to service large groups of people or workers in rural and urban locations." The company is based in Jacksboro, approximately 60 miles from Fort Worth.

Better navigation and tracking

The Challenge

Shortly after starting Mobile Thrones, Oliver realized he needed a better way to provide navigation to his operators, to track operators and equipment, and to track the location and status of his restrooms. There are two aspects of Mobile Thrones' business that require fleet management – the drop-off and pickup of restrooms as they are requested and released, and regular maintenance "runs" to service all the units in the field. Mobile Thrones services each restroom at least once every week, more often if required or requested. "Even when I only had one driver, I wanted to make sure he was being efficient when he was running the toilets, that he wasn't driving here to there, zigzagging back and forth, but driving in a good pattern, one that was fuel efficient and time efficient," says Oliver.

Tracking hundreds of restrooms across North Texas also proved a challenge. "Every day is a different situation with deliveries and pickups," says Oliver. "Our phone number is on every toilet, so we had people calling us to ask when we were going to pick up a unit that might have been sitting there for a month. It was getting to be a headache."



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Finding peace of mind

The Solution

Mobile Thrones' new TomTom fleet management system has made it easier for the company's drivers to find customer locations in a wide variety of settings, from construction sites in the Dallas "Metroplex" to oil drilling "pads" miles from the nearest paved road.

Navigating to those oil drilling sites is a challenge, since the gates providing access to the private, fenced properties the oil companies often lease are usually unmarked. But Oliver said it was easy for his team to customize its TomTom maps with flags for every gate and notes for any off-road navigation, and estimates this has cut his total fuel and labor costs by up to \$2,000 or 20% per month.

Mobile Thrones' ability to track and locate its equipment has even helped the company's oil company customers find their own drilling sites. "Sometimes when the oil companies hire new people, the new guy doesn't want to bother their boss to find a particular driller site, so he'll just call me to ask where it is. I'm happy to help."

Another deciding factor for Oliver in choosing a TomTom fleet management system was that it "wasn't just a GPS system," but also offered a more efficient way to communicate with his operators. "When I need to let a driver know about a new location, all I have to do is send a message to the TomTom device in the truck, and I can forget about it," says Oliver. "Of course I can also watch every move he makes to know he's going to get there."

Mobile Thrones is using TomTom to track units in the field by annotating its system with detailed information not only on location but also on status and history. "We put 'bubbles' for each toilet right on the map," says Oliver. "We have different color bubbles for toilets that are serviced once or twice a week. We also record how many units were delivered to every customer, and when they were serviced. This helps when we get calls from sites saying they need service, when the real issue is they are trying to get by with too few restrooms. I can always do an extra service, but this way I can charge for it." Oliver estimates this has increased his company's revenues by up to 10%.

TomTom's ease of use has even made it easier for Mobile Thrones to hire new employees. "If I've got a guy that is wrecking trucks or not taking care of customers, I can fire him right away," says Oliver. "I know that all I have to do is teach the new hire how to run a toilet, and then he's ready to go. I don't have to spend time out of the office teaching him a route, because TomTom takes care of that. All he has to do is follow directions."

But according to Oliver, some of the biggest benefits of his TomTom fleet management system are intangible: "It's just peace of mind, and your freedom. I don't have to sit in the office. I'm not on the phone constantly trying to help one of our drivers get to a location. My customers aren't calling to ask where their toilets are. So I can do other things – like find new customers or work on my other businesses."