



VOICE OF THE CUSTOMER



PartyTime Rentals improves overall business operations and adds 6-10% to the bottom line

Company realized payback from original TomTom investment in two weeks

Full-service event management

The Company

PartyTime Rentals is a full-service party rental and event management company providing corporations and families with a wide range of equipment, from tents to linens to inflatable games. The company is based in Wappinger Falls, New York, north of New York City, and services the entire tri-state area.

"I started the company out of my home about eight years ago and we now operate out of four different buildings with a fleet of nearly a dozen vehicles," says Darren Morizet, president of PartyTime Rentals. "Everything we do, we do in our company to ensure the highest level of quality control. We don't really outsource anything. We process our linens internally. We wash and maintain our equipment internally. We even have our own repair facility for tents and inflatables where we do repairs for other companies."

Starting with more accurate navigation

The Challenge

As soon as he started the business, it was clear to Morizet that he needed help with navigation. "My first driver did not live locally, and it was very evident that he was getting lost a lot," says Morizet.

To differentiate his business from competitors, Morizet also wanted to provide customers with more precise estimates for when equipment would be dropped off and picked up. Most of his competitors followed the industry standard of promising arrival on a particular day, perhaps narrowing it down to morning or afternoon, but not a specific time.

As his business grew and he added more drivers, Morizet realized he needed a way to more effectively track his drivers and improve overall business efficiency. "One driver might say that he had a hard day, that he got hung up at one stop for an excessive amount of time, and the reality was that he had finished his work early and would go home for an extra long lunch before coming back to work and clocking out," says Morizet. "I knew I needed a 'watch dog' to see where our drivers were really going."



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Efficiency beyond fleet management

The Solution

PartyTime Rentals became a TomTom customer soon after the business was started to solve its navigation problems. "About seven years ago, I said to myself, 'Why aren't we using these new GPSs that are out on the market?' and I went out and bought a TomTom," says Morizet. "Within two weeks, I made my money back on fuel savings and improved customer satisfaction because our driver was not getting lost."

With TomTom, PartyTime Rentals also narrowed its service window to one hour. "If you're having a child's birthday party on a Saturday, you're probably running around like crazy that morning," says Morizet. "You've got to get the cake. You got to make sure the house and yard are ready for guests. So knowing your inflatable is going to be delivered between 10:00 and 11:00 in the morning, and it's going to be picked up between 7:00 and 8:00 that evening – that's a tremendous value for the customer."

Beyond improving navigation and dispatch, PartyTime Rentals is using its TomTom fleet management system to optimize its entire operation by tracking setup time, idle time and driver safety.

"We reward drivers and crews for good performance, so it has become part of our culture," says Morizet. "If we know a particular tent requires a 25-minute setup on average, but we notice that one crew spent an hour and ten minutes on it, we can address that issue at the end of the day when we run our reports. We can also review miles traveled to and from jobs, idle time between jobs, and poor driving behavior such as quick stops and harsh cornering to incent our crews to be more conscious of what they are doing with the trucks."

Morizet estimates that improving the efficiency and safety of his teams with TomTom contributes 6-10% to the company's bottom line because his crews can service more customers, have less wear on the trucks and less breakage on the equipment carried in them.

Looking forward, Morizet says the next process enhancement he's planning is to have dispatchers call customers ahead of deliveries to make sure they are better prepared. "We can ask the customer to make sure there are no cars in the driveway to block our access and to clear any lawn furniture from the tent or inflatable location," says Morizet. It's all about creating efficiency so the delivery goes more smoothly for the customer and we save time on each stop."