



“ VOICE OF THE CUSTOMER ”

Improved operational efficiency and customer satisfaction with TomTom

Lee Selby, Director, Selby Transportation



250 vans moving
precious cargo –
school children –
across New York City

Keeping track
of vehicles with
pinpoint accuracy

The Company

Managing the logistics of moving 250 passenger vans around New York City is challenging enough. Add to that complexity the fact that the vans are carrying precious cargo – school children – who’s parents want to be able to call the bus company and be told instantly where their children are, and you get a sense of the pressure on Selby Transportation. Based in Hunt’s Point in the Bronx, Selby Transportation has 300 employees and has been running school vans for more than 30 years. The company provides service both to New York City public schools and private schools.

The Challenge

According to Director of Private School Services Lee Selby, the company sees their work as a relationship with parents and schools. “If a parent calls, we need to be pinpoint accurate when telling them where the bus is. Accuracy is key, especially in the city.”

Safety is also a concern when transporting students. “We need to be able to provide a high degree of comfort that our drivers are observing safe habits,” explains Selby. Finally, the company wanted to better understand where drivers were after drop-off in the morning. Was there enough time to consolidate runs? Could they help with a breakdown? Were they idling the vehicle for too long?



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Efficiency
and visibility

The Solution

Less than a year after installing TomTom Business GPS units and signing up for the WEBFLEET management solution, Selby reports that the company has consolidated runs by at least 15 percent, and is expecting to see that number increase further. With better visibility into vehicles' locations and routes, the team has been able to increase the capacity of each vehicle and increase efficiency across the process.

"I can check routes, drivers and vehicle locations on my iPhone – I'm in touch with what's happening all the time. It's made all the difference," says Selby. "With that knowledge, we've been able to consolidate routes and improve the way we do things. We expect these savings to continue to grow."

Selby also reports that the company is able to provide the highest level of assurances that drivers are indeed practicing safe driving. "With TomTom, I know exactly how many times a driver has braked hard or driven at unsafe speeds. Now, we're able to institute consequences for driving unsafely, and as a result, we've seen driving behaviors improve dramatically. That's a great thing to be able to market to schools and parents."

Selby Transportation's fuel costs have also gone down, largely because the company has far more visibility into drivers' habits. When the TomTom system was first installed, Selby discovered that one vehicle was left idling for more than 20 hours per week – representing a huge waste of fuel. With WEBFLEET, this has changed dramatically, resulting in savings of at least 10 percent on fuel.

But most importantly, Selby believes that TomTom has helped the company to greatly improve customer satisfaction – a key metric when the customers are parents entrusting their children to Selby's drivers. "Fifteen years ago, we never could have predicted we'd have a system this accurate. It's like something out of James Bond. Parents are thrilled that they can call and find out exactly where the bus is at any given time, and our ratings and review on sites like Yelp have been extremely positive since implementing the system. We're thrilled with the results."



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