

# Xora Case Study

“ Not only does Xora software help us save \$135,000 per year in hard costs, it also helps add to our top-line revenue. ”

— Jack Fink, Vice President, Jones Fuel Company

## Situation

Based in Columbus, Ohio, Jones Fuel Company specializes in selling and hauling sand, gravel, topsoil, and asphalt for residential and commercial customers in central Ohio. The 84-year-old company originally sold and hauled coal and other fuel substances, but switched to its current business model in 1957 to make better use of its truck fleet.

Jones Fuel Company has annual revenues of \$12 million and has approximately 70 employees, including 45 drivers, and a fleet of 56 Class 8 dump trucks. In addition, the company brokers hauling services for nearly 80 owner-operator subcontractors in the Columbus area.

## Challenges

Jones Fuel Company needed a way to communicate quickly and efficiently with its drivers—to send and receive status reports for current jobs, and assign new ones as needed. Initially, the company used a combination of two-way radios and a dash-mounted, wireless data system to fill this need. The system had its limitations, though: The radios offered only voice communications and had no data or location-based capabilities. GPS functionality was also limited, which meant drivers had to consult maps to find locations, causing delays in arrival times.

“We always knew that there were potential savings and better productivity for us if we had GPS capabilities,” said Jack Fink, vice president, Jones Fuel Company. “If we know where our drivers are, we can dispatch them to new locations without them having to come back to the office first.”

System maintenance and repair costs were also a concern for Jones Fuel Company. The handsets were expensive, and at any given

time, 10% of the company’s dash-mounted wireless units were out of service, due to broken antennas or disconnected wiring. Each service call cost the company \$100, which represented a significant expense just to keep the whole system operational.

## Solution

Jones Fuel Company needed a system that integrated voice communications with data-centric applications, to help the company more easily manage its job dispatching functions. In addition, the new system needed the ability to easily integrate into the company’s existing ordering and dispatching system, helping to increase its efficiency and responsiveness. During its peak season, Jones Fuel Company receives nearly 1,000 calls per day, 80% of which are order placements, so the company needed a system that could take and process an order while dispatching drivers to fill the order at the same time. The company decided to deploy Xora.

Xora software was downloaded to each driver’s phone. As an added safety measure, drivers were given Bluetooth®-enabled earpieces for hands-free operations, so that drivers could focus on the road and not on what was happening on their phones.

Xora was integrated with Jones Fuel Company’s dispatch system in less than a day. The process was much more efficient. Orders were only taken once, saving time in reduced paperwork, and drivers were immediately dispatched to deliver the order.

## Results

Jones Fuel Company’s decision to implement Xora provided immediate benefits. Maintenance and repair costs have been reduced, because the new cell phones need

less servicing than the dash-mounted units they replaced.

Productivity and efficiency have also increased for Jones Fuel Company, as voice and data communications are now available through a single, integrated system. Drivers can take advantage of GPS functionality and other location-based services directly from their phones, enabling them to respond more quickly to job orders. Drivers receive work orders and turn-by-turn directions to new job sites, without having to waste time looking up directions. Company executives estimate that this feature alone saves the company at least \$30 per driver, per week, in hard costs, resulting in an annual savings of \$135,000.

Xora has also helped Jones Fuel Company improve its ability to track trucks in the field. Using the old wireless system, the company could only track vehicles in 20-minute intervals, which lessened its ability to properly manage workflow. Now, with Xora in place, company managers can view a truck’s location approximately every two minutes and generate activity reports for each truck as needed. This feature has also enabled the company to improve its customer service and complaint resolution. Whenever customers call about their orders, company managers can check online to determine a truck’s progress and give the customer an expected delivery time. If a discrepancy arises over billing and delivery times, the company can generate reports that show a truck’s activity over a given time frame, helping to resolve the problem.

Jones Fuel Company executives believe that having the capabilities of Xora allows the company to land new business and increase its revenue opportunities. Executives use features such as real-time tracking and extended reporting in pitching for new business.

## Jones Fuel

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