

“ We saw an almost immediate 20% improvement in efficiency. Driver accountability went way up, and we were able to save fuel by optimizing the routes they were taking. With essentially no up front costs, the system paid for itself within the first month of use, and it has been a huge factor in our ability to grow as quickly as we have.”

— Bob Martin, Parts Manager at Diamond Honda

Diamond Honda



At-A-Glance

- ▶ Increased the efficiency of the parts delivery operation by 20%.
- ▶ Real-time visibility ensures drivers are held accountable for their time.
- ▶ Monthly fuel consumption cut by 15%, due to more efficient routing.
- ▶ Improved customer service with reduced delivery times.

Background

Family owned and operated, Diamond Honda has been selling and servicing Hondas since 1992. Diamond Honda has one of the largest parts departments in Southern California, specializing in genuine Honda parts and accessories, many of which are featured in a huge parts boutique located at the dealership. The growing parts department at Diamond Honda makes deliveries to wholesale customers such as garages and body shops.

Situation

Bob Martin, the Parts Manager at Diamond Honda, had no way of knowing whether or not his drivers were actively on their routes, short of actually following the drivers, which he had been known to do on occasion. He also felt that they were using more fuel than necessary, but had no data to prove it.

Solution

After doing some research, Bob chose to implement Xora GPS TimeTrack™, a web-based application that runs on GPS-enabled mobile phones. Using a PC with an internet connection, Bob can view web-based maps and reports that show him both the current and historical locations of his delivery drivers.

In the parts delivery business, driver stops typically last between 5 and 10 minutes. To help ensure efficiency, Bob setup a Stop Violation alert which notifies him when a driver has been stopped for 15 minutes. This allows him to quickly reach out to the driver to find out if he can help resolve an issue; or to ask what the holdup is. Bob has also setup a Speeding Violation alert to notify him when one of his vehicles exceeds 70 mph.

Result

According to Bob, the Xora system has increased the efficiency of the parts delivery operation at Diamond Honda by approximately 20%. Prior to implementing Xora, drivers would often take trips home or take care of other personal matters during the day, hampering productivity. With the real-time visibility allowed by Xora, drivers are now more accountable for their time.

By monitoring driver speeds, Diamond Honda has cut fuel consumption by approximately 10%. Bob also uses the map data to route his drivers more efficiently. Since deploying Xora, monthly fuel expenses for the parts delivery operation have been cut by 15%.

Driver delivery times have been reduced and customers are receiving faster service. If a customer calls for the status of a delivery, parts department employees can quickly look at the map and confidently say, “Our driver is on his way and should arrive in about 5 minutes”.

Xora GPS TimeTrack has helped Diamond Honda become one of the premier Honda parts suppliers in Southern California. Bob says that without Xora, “running the parts department would be a little like driving with a blindfold on”.