

“Xora GPS TimeTrack is more than worth what we pay for it. It solves a lot of problems for our company.”

— Dan Hubbard
Owner, Keeney Truck Lines

Keeney Truck Lines



Benefits

- ▶ Provides real-time fleet visibility
- ▶ Increased driver accountability
- ▶ Improved customer service
- ▶ Enhanced driver safety

When customers called for status on a shipment, they didn't have the means to provide an update without calling the individual drivers over the phone. Customer complaints were typically resolved on the driver's timesheets. This was not always acceptable to customers. Since Keeney prided themselves on providing great customer service, they needed a better solution.

they are complying with prescribed routes - saving them time and vehicle wear and tear.

Xora has greatly enhanced Keeney's ability to deliver superior customer service. When customers call to inquire about the location of their delivery, Keeney is able to quickly locate their truck on the Xora map and provide a status update in real-time. Keeney's customers are also using the data captured by the Xora system to bill their end customers for time wasted at delivery locations, further reducing distribution costs for Keeney's customers.

Background

Founded in 1944, Keeney Truck Lines is a contract and common truckload carrier of dry van freight, refrigerated and frozen freight, and commodities in dry bulk. The company operates 35 trucks across Southern and Central California as well as Arizona. Their customers include some of the major food distributors in the US, transporting items such as flour and corn starch in bulk.

Solution

Keeney deployed Xora GPS TimeTrack when a customer required it as a prerequisite for doing business with them. The service runs on inexpensive and rugged GPS-enabled mobile phones that are carried by their drivers. Keeney chose this solution since finding the location of the driver was as important for them as finding the location of the vehicle.

Xora has also offered Keeney some unexpected benefits around employee safety. On one occasion, a vehicle had broken down, leaving the driver stranded on a highway. The driver was unable to tell them the closest town. However, a Keeney dispatcher was able to locate the exact position of the vehicle using Xora, and roadside assistance was quickly sent to help.

Situation

Prior to using Xora, they had no real-time visibility into the location of their fleet. While drivers were generally honest, there was no way to maintain accountability for time spent in the field.

Results

Since deploying Xora GPS TimeTrack, Keeney has seen a significant increase in driver accountability, which has led to higher productivity. The two dispatchers in the office can quickly pull up real-time maps and reports showing the location of the fleet. This helps to ensure that

In the future, Keeney is also planning to expand their use of Xora to capture tamper-proof driver timesheets directly through their phones.