



## Full story

"When we implemented GPS we chose FleetTraks GPS because of their competitive offering and focus on our industry. We knew that we would gain control of our 11 delivery vans," says Charles Boyte, director of operations.

"We also knew, however, that we needed control of our six marketers, so we also installed GPS in their vehicles. The results quickly confirmed our uncertainties. We found that the financial benefits gained from the implementation of GPS in our marketers' cars are just as powerful as the benefits of our vans.

"The major benefit of FleetTraks GPS in our marketers' cars is an increase in productivity. Armed with the knowledge of what was really happening in the field, we increased our productivity requirements.

### "The results are:

- An increase of our marketers' quotas resulting in a direct sales increase of 18 percent.
- Referral source visits are up by 10 percent.
- Entertainment expenses are down by 10 percent.
- Monthly mileage reduction of 5 percent, resulting in savings of \$500 per car per month.

"We have also seen the savings with our vans that we anticipated along with some eye openers. We gained immediate accountability with our drivers. With real time data we were able to identify criss crossing patterns, inefficient routes and where we were over - or under - staffed at various stores. We were then able to rebalance our assets per store.

Contact Dale Wilson at 1-877-690-5204 or [dale.wilson@vgm.com](mailto:dale.wilson@vgm.com) for more information or to schedule a live demonstration.

### "Our results are:

- Overtime reduction of (6 percent), resulting in \$300 per driver per month savings.
- Miles traveled reduction of 25 percent, resulting in 1,300 fewer miles or \$780 per van per month.
- We also received a 10 percent reduction in our comprehensive insurance.

"Now that the system is implemented, habits for all drivers have changed and we really do not have to spend a lot of time reviewing daily data. We are comfortable, however, that personal use and speeding have been eliminated. We now have control over the maintenance of our vehicles.

"The purchase of the system was a difficult decision at first. If we would have had stories like this to refer to, our decision would have been much easier. With competitive bidding and other challenges facing our industry, we thought that it was important to share our success for other HME's to review. The FleetTraks hardware paid for itself in its first month."

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