

Town East Ford Increases Savings per Month through Clutch Connect Simplifying Fleet Operations

49

Vehicles

\$1323

Savings / Mo.

TX

Mesquite, Texas

Recovering Fuel and Toll Costs

Located in toll prominent Texas, Town East Ford needed a platform that would allow it to recover toll and fuel costs without sacrificing customer experience. “One customer racked up a \$180 bill in 3 days,” says Terri Scott, customer relations manager, Town East Ford. Similarly, customers were bringing back courtesy vehicles with less fuel than provided resulting in lost time and expense. Clutch Connect has allowed Town East Ford to recover \$19 unit/month in toll costs and \$8 unit/month in fuel costs, while simultaneously improving operational efficiency.

Vehicle Tracking

Managing close to 50 vehicles can be cumbersome through traditional spreadsheets, which is why it was an easy decision for Town East Ford to utilize Clutch Connect to track their fleet via GPS. Being able to know where its vehicles are at all times has proved beneficial to not only Town East Ford’s fixed ops but also its accounting department. Physical audits have become a “click away” rather than “calling all customers to find out where their vehicles are,” saving tremendous time. Clutch Connect’s geo-fence feature also ensures vehicles do not enter uncharted territory, notifying the fleet manager at once if it occurs.

Customer Experience

Having recently switched over to being more “tablet and phone friendly,” it was important that Town East Ford selected a platform accessible in the service lane, service center, or out in the lot. Securely storing customer’s information within the Clutch Console has allowed Town East Ford to easily collect payment while saving customer’s time and hassle. Customer’s also prefer the easiness of digital contracts and receipts sent right to their phone.

Reporting

Being able to access fleet information all in one place has proved to be a tremendous lift for Town East Ford. Having the ability to track KPIs, including loan duration, utilization, toll and fuel recovery and service performance has allowed Town East Ford to optimize its current operations. “The ability to send out a fleet report to her GM every week” has made it easy for Scott to quickly identify and implement improvements to increase her team’s performance.