



NexTraq Fleet Tracking Improves Customer Service for the HVAC/HVACR Industry

Fleet Dispatch application provides turn-by-turn, voice-guided directions to ensure accurate arrival times and superior service levels

Atlanta, GA ([PRWEB](#)) January 04, 2012 -- NexTraq™, the value leader of GPS fleet tracking and vehicle management solutions, announces today fleet management technology has proven benefits for the HVAC industry, including increasing productivity and service revenue, while lowering overhead costs. By combining the NexTraq Fleet Tracking platform with its Fleet Dispatch application, HVAC businesses can respond quickly to emergency service calls, provide accurate ETAs and dispatch the closest vehicle to a call.

Frank Steinocher, CIO of Shumate Mechanical, said, “We have increased service revenue by 9 percent since using NexTraq GPS technology. Additionally, payroll expenses have decreased by 12 percent with accurate labor costs.”

By automating processes with GPS fleet tracking technologies, HVAC service businesses can easily handle high-volume call days by using the NexTraq Fleet Dispatch application in combination with Garmin® in-vehicle devices. Besides improving driver safety by eliminating handheld cellphone calls to the office, the NexTraq platform also increases driver productivity.

One HVAC company was able to increase driver productivity by 13 percent. Jeffrey Allison, IT Administrator of Estes Heating & Air Conditioning, said, “Drivers are able to take care of our customers more efficiently, often taking another service call not on their daily schedule. The benefits are two-fold: we help more customers and the technicians get home faster at the end of the day.”

In addition to increased service revenue and driver productivity, Estes Heating & Air Conditioning was also able to recover more than \$30,000 of equipment because they could track the vehicle to its exact location.

Mike Scarbrough, CEO of NexTraq, said, “With the recent DOT ruling that prohibits commercial drivers from using cellphones while operating their vehicles, our Fleet Dispatch application offers a safe and cost-effective solution for getting drivers to a service call on-time. Besides increasing service revenue and productivity our fleet tracking platform can help HVAC/HVACR companies avoid serious financial penalties.”

In fact, in the annual NexTraq customer satisfaction survey, 68 percent of respondents cited driver behavior modification as the number one benefit of their fleet tracking implementation. Additionally, 60 percent of customers cited increased fleet productivity with increased driver safety rounding out the top benefits.

For more information on the NexTraq Fleet Tracking platform and its benefits for the HVAC industry, please visit www.nextraq.com/hvac or call 800.358.6178.

About NexTraq

Established in 2000, NexTraq provides the highest value GPS fleet tracking solution in the telematics industry. The NexTraq™ Platform is a cloud-based application that enables service and distribution businesses to optimize fleet operations while reducing operational costs and maximizing revenue. Based in Atlanta, NexTraq



customers achieve ROI in as little as one month. For more information, please visit www.nextraq.com.

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