

Nextel GPS and TeleNav Gets Limousines Where They're Needed

Luxury Limo needed to increase efficiency when drivers were faced with unfamiliar destinations.

After implementing TeleNav's GPS navigation service on their BlackBerry® 7520™, powered by Nextel®, they got that and a whole lot more. In addition to increased driver efficiencies, TeleNav GPS Navigator also vastly improved customer service, resulted in faster turnaround on each trip and delivered a savings of more than 1,500 hours per month.

SITUATION

Luxury Limousine & Transportation is a customer-centric organization that caters to both businesses and individuals throughout the tri-state metro New York area. At each job pick-up, drivers are traditionally prepared for any request. Unfortunately, customer destinations are often not specific, addresses change from the original request, and drop-offs are sometimes located outside of the home city metropolitan area. In the past, all of this meant that drivers were getting lost and taking longer to complete jobs, plus arriving late for their next appointment.

To get back on track, drivers would either have to make a time-consuming stop to refer to a map, or contact a dispatcher at company headquarters to ask for help, pulling that employee away from other work. While Luxury Limo did have a capability to track their fleet, drivers were still at a loss when it came time to get to a customer's desired destination.

CHALLENGE

The organization required a solution that would improve the company's efficiency, eliminating the need for dispatcher and driver to spend time on the phone discussing directions. It also needed a system that would focus on improved customer service and enhance the entire limo experience for their clients, by allowing them an uninterrupted trip. In addition, any new system would have to be cost-effective and easy to implement into the existing structure.



Luxury Limousine & Transportation provides high-end, professional transportation for businesses and events such as weddings and other occasions. Located in Brooklyn, New York, the organization provides ground transportation to clients twenty-four hours a day, seven days a week. It offers a variety of top-quality vehicles and is certified by the National Limousine Association.



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SOLUTION

Each of the 175 drivers at Luxury Limo was provided with BlackBerry® 7520™, powered by Nextel®, fully equipped with TeleNav's mobile navigation service. Drivers simply enter in the desired address, and TeleNav provides them with audible turn-by-turn directions every step of the way. They no longer have to deal with cumbersome maps or disturb their clients. And on late-night pickups, drivers can simply tell their clients to sit back and relax until they've reached their final destination. At just \$10 a month, TeleNav was far less expensive than traditional GPS units.

RESULT

According to general manager Alan Schwartz, TeleNav has become indispensable for Luxury Limo. "With a customer-centric service like ours, we need it. It's like having a radio in the car. We simply cannot do without it."

In addition, TeleNav pays for itself each month an estimated 20x over. With TeleNav, the company has seen a decline in customer complaints by over 50%, increased customer loyalty (leading to more repeat business) and significant reduction in driver turnover. It has also enjoyed enhanced operational efficiencies – dispatchers can spend time on revenue-generating activities, such as being more responsive to customer calls – resulting in a total time savings of more than 1,500 hours per month for the organization.

BENEFITS OF TELENNAV

- › **Improved customer service.** Clients enjoy uninterrupted, on-time service and complaints to the organization have decreased by more than 50 percent.
- › **Increased operational efficiency.** Drivers are more punctual and can solve problems independently, relieving dispatchers from giving out directions.
- › **Time savings.** TeleNav has helped Luxury Limo save an estimated 1,500 hours per month organization-wide.
- › **Happy, engaged employees.** Drivers are enjoying more generous gratuities and turnover has improved, while dispatchers are able to concentrate on revenue-generating activities.

WHY SPRINT?

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– Alan Schwartz,
General Manager,
Luxury Limousine & Transportation



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