

## Transportation



Limousine company sees 50% drop in complaints after using TeleNav

### BENEFITS OF TELENAV

- **Improved customer service**  
Now clients enjoy uninterrupted, on-time service, and complaints to the company 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 across the organization.
- **Happy, engaged employees**  
With cell phone GPS, tips are larger, turnover is reduced, and dispatchers can concentrate on revenue-generating activities.

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 company 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. They also needed a system that would focus on improving customer service and enhancing the entire limo experience for their clients, by providing them an uninterrupted trip. In addition, any new system would have to be cost-effective and easy to implement into the existing structure.

### SOLUTION

Each of the 175 drivers at Luxury Limo was provided with mobile phones, fully equipped with TeleNav's mobile navigation service. Drivers simply enter in the desired address, and TeleNav provides them with voice and onscreen 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 car navigation systems.



"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."

- Alan Schwartz, General Manager

### RESULTS

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. They have 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.

### SITUATION

Luxury Limousine & Transportation is a customer-centric organization that caters to both businesses and individuals throughout the tri-state metro New York area, transporting clients 24 hours a day, seven days a week. 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

**How can we help your business?**

For a free consultation contact us.

[www.telenav.com](http://www.telenav.com)

1 88 TeleNav 4 (1.888.353.6284)

