GeoPal web and mobile app improves visibility and location tracking while reducing costs for Transport and Logistics businesses.

Success Story:

EagleOne offers a wide range of transportation services to move "products, materials and people on-time, every time" for their customers in a variety of industries across the USA.

EagleOne specializes in servicing industries with complex and unique logistical challenges, such as the energy and oil field markets. EagleOne provides a number of vital transportation services necessary to the successful field operation of oil and natural gas industries, such as moving equipment or hazardous materials.

The drivers have a wide range of experience to operate vehicles in almost any type of environment, providing drive-away, tow-away and heavy haul services both in-state and cross-country.

Before GeoPal:

EagleOne drivers never drive the same route each day, as they are moving customer vehicles from one location to another, so they could be located anywhere in the field.

EagleOne struggled to find a software solution which would allow them to track their driver locations and issue job details to drivers in the field, but which was easy to use, simple to implement and flexible enough to suit the dynamic nature of the business. Other systems they tried had proven too restrictive and cumbersome to implement.

New jobs were assigned by calling the driver's cell phone, and verbally providing customer and route information. Written instructions were limited and regular phone calls were needed to check driver progress and welfare. It was impossible to know if delays had been caused by traffic, road issues or extended rest stops.

"We utilise a lot of customer equipment and we had no visibility. We use an on-board tracking device for our own vehicles, but we have no tracking in our customers' vehicles. Now with GeoPal we can track all our drivers."

GeoPal – the Solution:

Paperless Work Orders - With GeoPal each driver receives the full job information to their smartphone, enhancing accuracy of communication and reducing administration time and costs associated with making phone calls, resulting in efficiency gains.

Enhanced Visibility and Location Tracking - Driver routes and locations can be tracked in real-time using GeoPal maps so EagleOne has full visibility of the locations and welfare of their drivers, whether transporting their own or customer vehicles. Driver performance has improved also, as GeoPal promotes honest time-keeping, leading to efficiency gains in fuel costs, man-hours, and administration.

Increased Customer Satisfaction - EagleOne is now able to give real-time updates and accurate delivery times to their customers, which has significantly increased customer satisfaction with their service.

Ease of Use and Simplicity of Implementing GeoPal's configurable web management system and mobile app, meant that EagleOne could design workflows to suit their business, and both drivers and office workers adopted the new technology quickly and enthusiastically.

"We tried a lot of other systems but they didn't fit our business model. GeoPal is easy to use for drivers in the field and office users. It has enhanced our communication, cut down costs, and really increased customer satisfaction with our service."

Allen Wilkinson, Director of Operations, EagleOne

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