case study

gomobileIQ
ROUTE PLANNING FOR SMALL BUSINESS

COMPANY

Culligan Total Water
Madison, WI

NEEDS

▶ Cut time needed to sequence routes

▶ Balance routes to reduce mileage and even out work loads

▶ Eliminate one truck without impacting service levels

SOLUTIONS

Using MobileIQ's Headlight Route Planner™ web subscription service to:

▶ Switch from manual route sequencing to a quick computer-assisted process

▶ Plot the most direct, efficient routing to balance routes and work loads

▶ Create balanced and tightly clustered route territories

RESULTS

▶ Time spent on daily route sequencing dropped from 1½ hours for each driver to 10 minutes in total

▶ Weekly fleet mileage reduced by 534 miles (29%)

▶ Weekly route hours dropped by 53.8 hours (18%)

▶ Delivery fleet dropped from 6 trucks to 5 trucks (16.7%)

Annual Savings

Mileage	27,800	29%
Hours	2,800	18%
Trucks	1	17%

CULLIGAN SEES GREATLY INCREASED PROFITS USING HEADLIGHT ROUTE PLANNER™

Making its first delivery in 1945, the Culligan dealership in Madison, Wisconsin, has been operating for more than 60 years, nearly as long as Culligan has been franchising. In 1993, Skip Heffernan purchased the local dealership, growing Culligan Total Water from 20 employees to more than 50 and expanding the plant to 30,000 square feet.

Yet even with a long track record and continued growth, Skip found his costs as a percentage of revenues were higher than other Culligan dealerships. Along with increasing fuel prices and the escalating cost of benefits, he realized Culligan Total Water needed to take significant money-saving measures. Enter MobileIQ.

MobileIQ created a fleet routing plan for Culligan Total Water that addressed the company's immediate and ongoing needs, and increased operating profits through optimal route management.

Saving Time

One area eating up man-hours was the manual sequencing of routes. "We did it by hand, with a map on the wall," said service manager Chris Murray.

The Headlight Route Planner™ was used to sequence the existing routes, reconfiguring each day for the most direct, most efficient order of stops.

HEADLIGHT ROUTE PLANNER

The smarter way to plan routes. Perfect for small business owners, service managers and individuals.

Used by industries and companies around the world.

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When Culligan Total Water's 7,000 customers were merged into the system via the Smart Sync™ data bridge, time spent routing dropped from approximately 1½ hours a day per driver to just 10 minutes.

"Not only did it save time, we also saw a 15% cut in mileage right off the bat," said Chris. But with overlapping territories and unbalanced work loads, further measures were needed.

BECAUSE THE SERVICE AUTOMATICALLY ASSIGNS NEW CUSTOMERS AND ROUTES ARE RESEQUENCED DAILY, THE DELIVERY FLEET IS CONSISTENTLY WORKING AT PEAK PERFORMANCE.

Reducing mileage was a major concern for Culligan Total Water. To create a snapshot of existing routes, MobileIQ used Headlight to color code each territory with a map symbol for each stop. Procedures for tracking mileage, hours and service times for the existing routes were also put in place.

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About MobileIQ

MobileIQ increases operating profits for companies making deliveries or service calls in a local area.

The company has years of experience in all facets of route management:

▶ Reducing route mileage, hours and fleet size

▶ Developing scorecards for effective route management

▶ Implementing comprehensive route balancing projects

▶ Improving customer service

▶ Technology integration: GPS, handhelds and wireless

Headlight Route Planner™

MobileIQ's web based route planning service:

▶ Analyzes hundreds of thousands of route possibilities within minutes and balances routes for maximum efficiency

▶ Connects with a company's existing billing system to synchronize routing and billing

▶ Automatically assigns new accounts and resequences daily to keep delivery fleets working at peak performance

Balanced Routes

When brought up on a computer screen on a map of the city, it was easy to see that Culligan Total Water's drivers were, literally, all over the map.

"THERE WAS NO SET PROCESS REALLY. WE'D JUST LOOK AT THE MAP AND SAY, OKAY, WE HAVE A ROUTE IN THIS AREA, WE'LL ADD IT THERE. IT WASN'T BASED ON OTHER STOPS. THIS NOT ONLY CREATED UNBALANCED ROUTES, BUT OUR DRIVERS WERE DRIVING LONG DISTANCES."
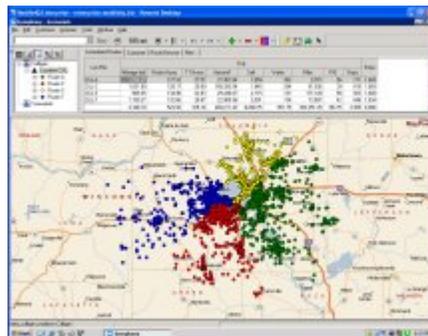
Four Balanced Route Territories

"Our routes were unbalanced in many, many ways," said Chris. "We had high volume days as well as low volume days. A driver could have 8 stops on one day and 60 the next. We even had days when drivers had no stops. At times we had different drivers delivering product (water vs. salt) to the same location."

To eliminate overlapping, MobileIQ essentially split the city of Madison into four pie wedges— each wedge a new territory.

After factoring in miles, hours, stops, product and delivery cycles, territories were then aligned for maximum route efficiency.

The result is perfectly balanced routes — with each driver making about 41 stops per day (up from 35) — and a nearly 30% reduction in mileage.

Culligan Total Water was also able to eliminate one truck from its fleet, basically through attrition as one territory was completely absorbed by the new balanced routes.

The extra truck is used on a part-time basis, dedicated to will calls and off-route deliveries, and the driver fills in when other employees are out sick or on vacation.

Smart Sync Data Bridge

The Headlight Route Planner™ can be connected to any billing and accounting system using the Smart Sync™ Data Bridge.

For Culligan Total Water, it was set up to work with Nevada Visual WaterFlex software, automatically synchronizing routing and billing. The standard project length for going operational with the service is under a month.

"MobileIQ listened to our needs and created a plan that worked perfectly for Culligan Total Water," said Chris.

"In addition to the online training, we were in close communication with MobileIQ throughout the entire process. It's a very personalized service. And it's really good to know that whenever we need tech support, it's just a phone call or an email away."

For more information visit www.gomobileiq.com or call 866.261.8600