

MobileIQ Case Study



Route Balancing Project

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Fleet intelligence drives big savings for local business

Culligan of Ida, MI reduced fleet mileage by 48% (in only 90 days) with a \$4,995 investment – and zero complaints from the staff. After several months trying to route by hand, Owner Rob Breitner hired MobileIQ to get the project on track.

30 years of delivery experience

Rob Breitner's company has delivered bottled water and salt to southeast Michigan for three decades. Since the business is always changing, Rob wanted to improve overall fleet efficiency by balancing the delivery routes. But making changes by hand proved easier said than done and the project was abandoned.

Headlight shows routing glitches

Commercial routing software was one possibility, but it seemed complicated and expensive. He didn't want to invest months in learning something that would likely be used only one time. Another dealer suggested a tool from MobileIQ that might help.

Headlight™ is a customer service tool for managing routes. The online subscription service uses Google Maps to quickly spot routing problems, evaluate changes and simplify common tasks like assigning will calls and routing new customers. Rob signed up for an account, imported the route data and could quickly see the current route problems.

The next step was taking action.

Advanced cost benefit analysis

Rob's dealership ran three routes: 2 trucks delivered bottled water and 1 truck delivered salt. All three drivers had erratic schedules - some days ended at 11:30 am with others returning after 6 pm. Product volumes were another concern, since some days were too light to be profitable.

MobileIQ made several suggestions that hadn't been considered in the past. The plan included a full cost benefit analysis for Rob's team - truck, hour and mileage reductions - along with detailed customer changes for review and approval.

90 days to running new routes

Rob decided to combine everything into two mixed routes. That reduced route days by 33%, took a truck off the street and left room for summer demand.



Schedule a free 20 minute route analysis and savings estimate for your company

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