

Case Study

Wiseway: Never idle when it comes to safety, savings, and service

Electrical, plumbing, and lighting distributor Wiseway has made vast improvements in safety, idling, and delivering added value to clients. Geotab's dedicated service has made all the difference to this safety- and customer-focused fleet.

Fleet wins:

- 2 point improvement in the fleet's safety score
- 40% reduction in speeding
- 40% reduction in idling

Wiseway Supply is a family-run operation that has been in business for 50 years. It's grown from a single location in Florence, Kentucky to a company with nine, soon to be ten, branches from Central Ohio to Central Kentucky, including the greater Cincinnati and Lexington areas. They employ 130 people and currently track a fleet of 22 trucks.

Wiseway distinguishes itself in the market by offering a range of supplies, rather than focusing on just one. They provide plumbing, electrical, and lighting supplies to support the construction of homes, schools, hospitals, and businesses.



Wiseway Supply Ltd

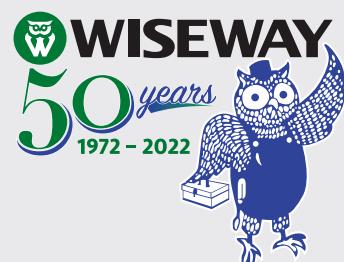
Florence, Kentucky

Industry

Plumbing, electrical, and lighting supply distribution

Types of vehicles

- Pickup
- Light and medium duty trucks
- Freightliners



Fleet size

22+

Solutions

- Driver Safety Scorecard Report
- Annual Trend Report
- Weekly Idle Cost Trend Report
- Fleet Savings Summary Report
- Fleet Management Rules and Alerts
- Maintenance Reminders
- Driver Vehicle Inspection Report (DVIR)

Fleet focus

- Safety, fleet optimization, sustainability

The challenge: Protect the company with reliable evidence for vehicle collisions

Michael Kidwell, Vice President of Branch Operations at Wiseway, identified the need for tracking devices when, in two separate incidents, Wiseway trucks were rear-ended. In both cases, truck repairs were costly. It became apparent that the company needed telematics to provide evidence in the event of any future collisions.

At the time that he became aware of Geotab®, Kidwell was working with Sprint (now T-Mobile since a merger in 2020). “My representative started talking about Geotab’s new tracking device. It caught my ear because of the issues we’d had with accidents.”

After researching about a dozen providers, Wiseway decided on Geotab. The technology is a good fit for their company for many reasons, including reinforcing their commitment to investing in technology that adds value for customers and helping Wiseway stand out from the competition. Wiseway’s use of Geotab telematics solutions has now expanded well beyond protection from lawsuits to safety, fleet maintenance, and beyond.



The Geotab device installed in each vehicle collects telematics data for reporting purposes.

The solution: A robust, customized suite of time- and money- saving solutions

Karl Zakher, who is a Senior Customer Success Specialist at Geotab and works with Kidwell on fleet optimization, helped set up a speeding notification system that alerts drivers when they’re going too fast.

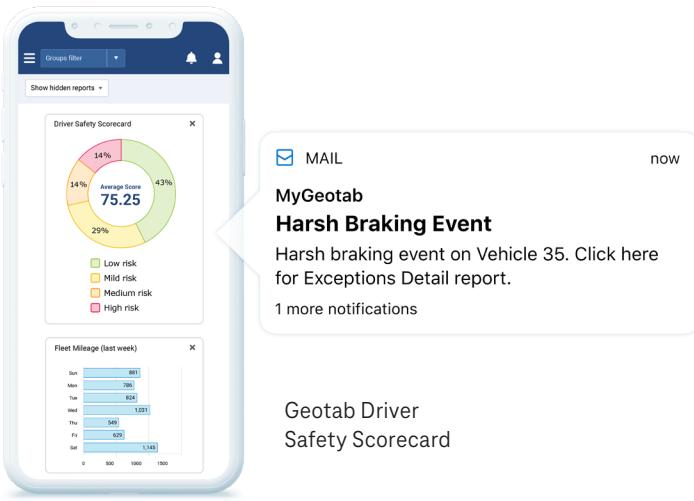
Since then, Zakher has worked closely with Kidwell to build a robust, customized system integrating a variety of features and tools from Geotab, including the Driver Safety Scorecard Report, the Weekly Idle Cost Trend Report, the Fleet Savings Summary Report, Fleet Management Rules and Alerts, Maintenance Reminders, and the Driver Vehicle Inspection Report (DVIR). Wiseway also uses the Annual Trend Report which provides 12 months of data on critical indicators, such as aggressive driving, seatbelt use, idling, speeding, and distance driven.

The dedicated customer support is noticed by Wiseway. Kidwell notes, “Karl has really gotten to know us. When we have problems, he goes away and figures out answers. That’s what I admire about him; he is driven to get results.”

Safety is priority number one.

Wiseway’s Training and Development Manager, Denny Hungler, who works closely with Kidwell and Zakher, says that the company leaders continuously teach the importance of safety—for employees, customers, and the community. “We end every meeting with a conversation about safety.”

The **Geotab Driver Safety Scorecard** is critical to maintaining their safety standards. It allows Wiseway to manage risk and monitor speed, seat belt use, and erratic driving. It provides granular details to help management isolate issues that need further attention or coaching.



“Geotab makes my day work!”

Maintenance notifications have helped Wiseway proactively manage issues when they arise. Wiseway drivers use the electronic Driver Vehicle Inspection Report (DVIR) for pre- and post-trip inspections, flagging issues and defects as soon as they discover them. Telematics fault protection also lets Kidwell know when low-priority lights come on.

“There is a pop-up window that tells me when an oil change is due at 500 miles,” says Kidwell.

Delivery notifications provide a new value-added service for customers.

Wiseway customers rely on timely product deliveries to help them stay on schedule. To address this, Wiseway worked with Geotab to implement delivery notifications as a value-added service available to qualified customers. It’s a win-win. The clients are informed and drivers can focus on the road.

“This will help Wiseway build better relationships with customers. Now we can let them know that they don’t need to call us. They will receive a notification by email or text.”

In addition to supporting customer service, Wiseway knows this will be an important time management tool. “The project manager can’t always be on site, but they’ll know when the product is there.”

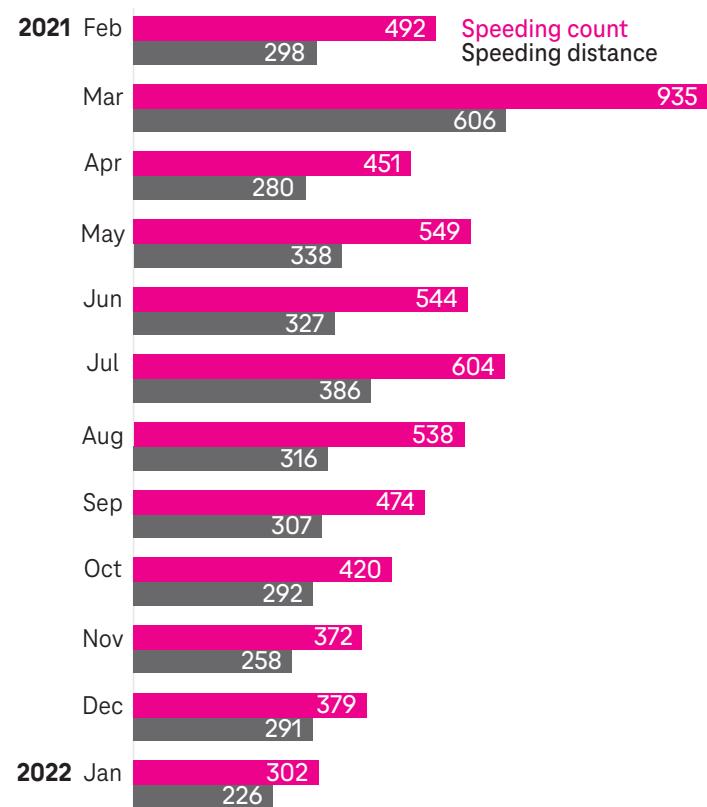
The results: A vast improvement in safety, idling, and savings

Kidwell says they are most focused on the safety scorecard, but also closely monitor idle cost trends and opportunities to save money. When he and Hungler talk about the work they do to manage safety and efficiency and deliver exceptional service to customers, you can hear the pride in their voices.

They have good reason to feel proud. Kidwell says they are seeing “direct results” from their investment in Geotab solutions. Since February 2021, Wiseway has seen:

- 2 point improvement in the fleet’s safety score
- Nearly 40% reduction in speeding
- 44% reduction in idling

Monthly speeding reported by Geotab

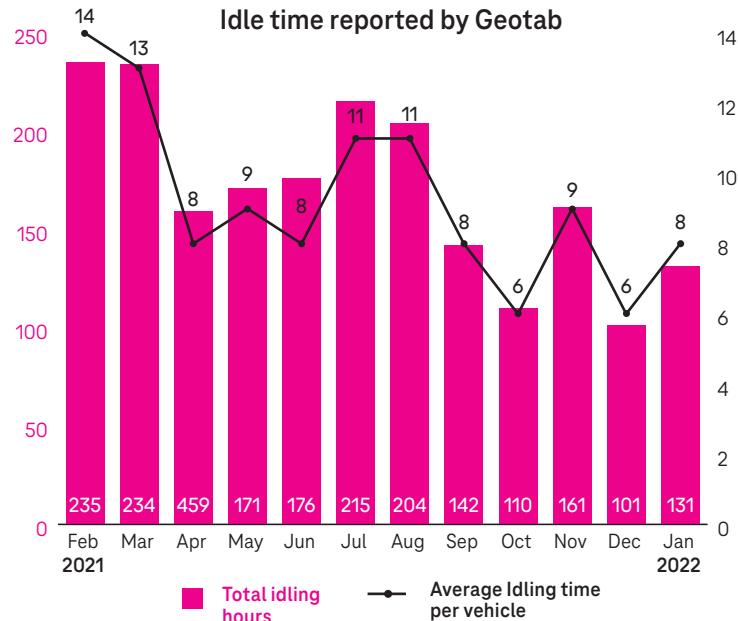


Geotab and T-Mobile: Keeping Wiseway on the road to future success

Wiseway is in growth mode. Hungler and Kidwell have been working closely with T-Mobile to move some phones and other devices to 5G, which will allow them to tap into a host of new services and features.

They have opened four branches in the last three years, they have a new branch opening soon in the Greater Cincinnati tri-state area, and they are planning to continue expanding north. On top of the need for more devices to monitor an ever-growing fleet, they expect to tap into some additional data to help them optimize fleet performance.

"Now that we're going to be traveling further, we'll need to monitor trends related to wear and tear on our vehicles," says Kidwell.



About T-Mobile

T-Mobile for Business helps companies accelerate innovation to create connectivity solutions which keep their operations running smoothly, safely, and on budget. Our nationwide 4G LTE and 5G network provides the speed and capacity you need to implement IoT applications today. We've organized our team to support your business's success beginning with discovery and beyond deployment with 360 Support. All to deliver solutions and achieve better outcomes and return on investment for your business today and tomorrow.



About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet, and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Marketplace allows both small and large businesses to automate operations by integrating vehicle data with their other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes.

To learn more about how T-Mobile can help you master your fleet, visit us at T-Mobile.com/fleet.