



# VOICE OF THE CUSTOMER



## Fireline Corporation Gains Visibility into Driver Behavior with Vehicle Tracking from TomTom Business Solutions

Commercial  
Fire Protection  
specialists

### Company Background

Fireline Corporation has been providing fire protection services to commercial clients since 1947. Based in Baltimore, Maryland, the company's 100 technicians each spend at least eight hours a day on the road servicing clients and responding to emergencies.

Among the company's chief concerns is their technicians' driving habits. Not only are they Fireline's most visible ambassadors, making their behavior a reflection on the company, but their choices – from speeding, to hard steering or braking to extensive idling times – can cost money in terms of increased maintenance, repair and fuel expenses. The company turned to TomTom Business Solutions for a fleet management system that would provide better visibility.

Understanding  
driver  
behavior

### The Challenge

Fireline's fleet of 100 vehicles services commercial customers in Maryland and Virginia – spending an average of eight hours per day on the road. This makes the company's fleet one of its largest investments. Fireline was searching for a solution that would help it better track that investment by understanding where all of its vehicles were and how its technicians were driving them. "Fireline takes driving habits very seriously," according to Materials Resource Manager Bill Gibb. "Ensuring safe behaviors on the road protects our staff's safety, improves the customer experience and saves money on repairs, maintenance and fuel."

The company was using a competing solution, but felt that the system was not accurate enough to help them get a true picture of driving behavior – making it harder for the company to enforce its standard of one negative "driving event" per day per technician. "We really needed to understand how often our drivers were engaging in what I would not classify as good defensive driving techniques," said Gibb. "We also needed to track where our drivers were and how long they were on the road." With greater visibility into vehicle locations and technicians' driving habits, Fireline could better determine costs, customer service levels and in some cases, even track down stolen, towed, or disabled vehicles.



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Greater  
visibility

### The Solution

Fireline chose the TomTom LINK 300 for its fleet of 100 service vehicles. "Right away the ease of use and more accurate picture of what was happening with our vehicles began paying off," according to Gibb. "All of our vehicles are marked with an 800 number, so other motorists can report trucks that aren't being driven safely. We used to get at least three of those calls a month. Since deploying the TomTom solution in the fall of 2011, we haven't gotten any."

With greater visibility into where and how vehicles are being driven, Fireline can proactively approach technicians about their driving habits, and take action before things become problematic. Gibb and his team regularly speak with drivers and work with them to put safety first. He explains, "We're now seeing real compliance with our 'one negative driving event per day' standard and are pleased with the positive reaction from our drivers." In addition, the company has significantly reduced idling time in the vehicles, which costs money in used fuel. TomTom's system has allowed management to measure time spent with the motor running and proactively address it with drivers, resulting in idling times of less than 30 minutes per vehicle per day across the board.

Fireline has also benefited from better visibility into the maintenance schedules. "Because we track hours on the road and mileage, maintenance has improved as we know when air filters and oil need to be changed, or tires need to be rotated," explained Gibb.

And in a few cases, the company has been able to track down vehicles when unexpected situations arise. Gibb's team recently found a towed vehicle and recovered it, even before the technician knew it was gone. And on another occasion, the company tracked down and picked up a driver who had been involved in a multi-car accident – and were able to show conclusively that he was not at fault for the accident as he was not speeding, steering hard, or engaging in any other risky driving behaviors.

Overall, according to Gibb, "Working with TomTom has resulted in far more visibility into our fleet, which allows us to better manage an important asset for the company. We're seeing a lot less of the behaviors that can translate into higher costs, and improving safety standards for our drivers. And we always know where they are, which has come in handy on a few occasions where we were able to get help on the way in a hurry."