

# Construction

## Paving Brick



Brick manufacturer saves time and fuel costs with GPS navigation



### BENEFITS OF TELENAV

- Time and money savings**

With TeleNav Track's turn-by-turn GPS navigation, Pine Hall Brick saves time and reduces unnecessary mileage and fuel expenses.

- Improved tracking and dispatching**

TeleNav Track enables Pine Hall Brick to improve efficiency by closely tracking its fleet and accurately assigning jobs based on the trucks' locations.

- Easy decision-making**

With complete GPS information at its fingertips, Pine Hall Brick has streamlined the day-to-day decision-making process.

- Employee acceptance**

Pine Hall Brick truck drivers readily accepted TeleNav Track since it makes their jobs easier.

### CHALLENGE

In the process of delivering its products, Pine Hall Brick has two equally important priorities. First, provide quality customer service, delivering materials when and where the customer needs them. Second, maximize vehicle efficiency to keep costs down. By being able to access real-time information on the whereabouts of more than 25 truck drivers, Pine Hall Brick uses TeleNav Track to achieve these goals.

Before TeleNav Track, drivers would occasionally get lost en route to the customer site, wasting time and fuel. Plus, the company needed a tool that would guide them in their day-to-day decision-making process when assigning work to the various trucks in the fleet. And when a truck broke down, the customer's shipment would be delayed since there was no quick and efficient way to get a new truck to the scene.

### SOLUTION

Pine Hall Brick achieved immediate results upon implementing TeleNav Track. Turn-by-turn GPS navigation gives drivers clear and accurate directions to customer construction sites, saving time and fuel. Additionally, TeleNav Track gives management visibility into the trucking fleet with real-time, Web-based tracking. The company is able to identify each truck's current location, provide customers with estimated arrival times and efficiently assign new jobs to the nearest driver.

With TeleNav Track's reporting features, Pine Hall Brick management is able to analyze the activities of its fleet and gather information such as driving speeds, stops, routes, mileage and more. This information encourages drivers to drive safely and responsibly.

In the event that a truck breaks down, the company can use TeleNav Track to quickly determine which truck is the closest and have that truck pick up the load and take it to the customer site. The customer's shipment is delivered on time and the broken-down truck is quickly brought in for repairs.

*"The knowledge of driving speeds, length and location of stops and past driving routes has proved invaluable."*

- John Richardson, Transportation Manager

### RESULTS

Every day, Pine Hall Brick is challenged to provide quality customer service while maximizing every minute their trucks spend on the road. "TeleNav Track has made day-to-day operations a seamless process because we now have accurate information on truck locations," said John Richardson, Transportation Manager for Pine Hall Brick. "This has led to more effective use of resources and has improved our customer service."

"We were also pleased with the acceptance and use of the GPS technology by our drivers," said Richardson. "They voluntarily adopted the service and are now using driving time more effectively. The knowledge of driving speeds, length and location of stops and past driving routes has proved invaluable."

### How can we help your business?

For more information contact us.

[www.telenavtrack.com](http://www.telenavtrack.com)  
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### SITUATION

Founded in 1922, Pine Hall Brick is a family-owned business and the largest supplier of clay pavers in the United States. With locations throughout the South, Pine Hall Brick delivers materials to its many suppliers and customer construction sites. After detailed analysis, the company discovered that a GPS solution could provide significant savings. Specifically, management wanted to improve efficiency in delivery methods and reduce fuel costs and other transportation expenses.