

# Wholesale Distribution

## Pharmacy



Transportation company improves service, wins business and recovers \$500,000 of goods with TeleNav Track.™

### BENEFITS OF TELENAV

- **Tighter security**  
TXX Transportation recovered a stolen truck and \$500,000 worth of merchandise with TeleNav Track.
- **Improved customer service**  
By sending alerts directly to customers, TeleNav Track gives customers the real-time locations of their deliveries.
- **Increased sales**  
A unique selling point, TeleNav Track helps TXX Transportation win new business.

### SITUATION

Based in Hauppauge, NY, TXX Transportation Services relies on 390 drivers to make 6,000 deliveries every day throughout the tri-state area. The company specializes in pharmacy deliveries, so they are subject to demanding regulations and procedures. And to satisfy the requirements of big-name customers like Wal-Mart, QVC, Tiger Direct and New Egg, the company looked to TeleNav Track to improve security and customer service.

### CHALLENGE

Over the last three years, TXX's customers have demanded more sophisticated control over their merchandise. Plus, DEA procedures for handling narcotics have become more stringent. Given the size of the company and their unique needs, a tracking solution like TeleNav Track became an obvious choice.

### SOLUTION

TXX uses TeleNav Track in two primary ways. Perhaps most important is that TeleNav Track proves to be a valuable security tool, allowing TXX to keep a close eye on their valuable vehicles and merchandise. As a case in point, the company was able to recover a truck and \$500,000 worth of merchandise after it was stolen. The company used TeleNav Track to see that the truck was not moving and guide police, turn by turn, to the truck's location, where they found the thieves unloading the goods. They were able to recover all merchandise, and the thieves were arrested on the spot.

"That instance alone has been worth all the money we paid for the service," said Juan Baquero, VP of Marketing and Business Development for TXX.

TXX also uses TeleNav Track as a dispatching tool. They can see where drivers are throughout the day which has cut back on phone calls considerably. Dispatchers can send for help if a truck breaks down. And when sending traffic notices, dispatchers can send one alert to all 390 drivers.

Monitoring drivers' locations is also useful when responding to customer calls. In addition to providing truck locations over the phone, the company configures geofences and sends alerts directly to customers' email to notify them of drivers' locations. They have even given some customers limited access privileges to TeleNav Track, allowing them to locate drivers on the Web-based map at any time.

Plus, TeleNav Track enables TXX to monitor the few company drivers who are not independent contractors, improving accountability and saving on payroll costs.

"TeleNav Track has given us more than we ever expected."

- Juan Baquero  
VP of Marketing and Business Development

### RESULTS

Baquero said that their TeleNav story has become a unique selling point in recruiting new customers. Prospects are amazed that TXX has that much control over their freight, which has been a key factor in several customer wins. "TeleNav Track has given us more than we ever expected," he said.

**How can we help your business?**

For more information contact us.

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