



## Customer Success Story : Hurley and David, Inc.



“ We got the memo on the value of GPS Tracking and managing our mobile resources a while back. The new name in town is Azuga. Value for money, easy to install and a truly consultative approach: BYOD savings and marketing help to enhance our go-green image. ”

### Background

Hurley and David, Inc. is a full-service air conditioning and heating contractor based in Springfield, MA.

In addition to scheduled service checks, repairing of existing equipment, and installation of new equipment, they stand out in their community as a company that helps customers reduce their energy bills through a thorough cost-benefits analysis.

Hurley and David, Inc provides quality workmanship with professional, dependable, and courteous service with our “Fixed Right or It’s FREE!” guarantee.

Furthermore, they have a patented Straight Forward Pricing Guide™ so customers know what the price is before they do the work—customers are never charged by the hour.

### Challenge

Hurley and David was not new to the benefits of a GPS Tracking system. They already had an investment in a hard-installed GPS Tracking system. However, the system was too expensive and every time a truck rolled in and out of the fleet, installation and de-installation was quite painful; Trucks had to be pulled out of service and a carefully choreographed dance with the installation technician had to be executed. The minimum cost for this process was at least \$300, not including lost productivity and customer service time.

Jessica Woodruff Smith, Asst. Project Manager was looking for a way to get out of ‘installation hell’. In addition, since traditional systems depended entirely on GPS to get speed information and did some fancy math to calculate idling times, Jessica couldn’t count on that data to be accurate. With the EPA stepping up on idling regulations, Jessica wanted to make sure she had accurate idle time data to coach drivers appropriately.

### Results

- ▶ Azuga G2 has had an immediate impact on customer service and productivity (overtime is down by 10%).
- ▶ Driver behavior data has now become a powerful tool to work with insurance providers and negotiate a discount on their vehicle premiums.
- ▶ Azuga G2 is not just boosting the bottom line, it’s helping Hurley and David enhance their go-green image: Assisted by Azuga marketing, Hurley and David is rolling out a comprehensive go-green campaign across their website, social media and local advertising to get the word out to their customers and their community.
- ▶ The Future: Hurley and David is investigating how Driver behavior information can be leveraged in their semi-annual employee review process.

