



Customer Success Story : Ko Olina Transportation



“ With its real-time availability, Azuga Fleet lets us operate our entire fleet as efficiently as possible and deliver superior customer service to our clients ” - Denny Walker General Manager Ko Olina Transportation

Background

Since 1975, Ko Olina Transportation has provided visitors on the island of Oahu with personalized VIP transportation service. For the last 15 years, the company has been working with the luxury Ko Olina Resort providing airport transfers, arrival “meet and greet” services, wedding charters, VIP charters, dinner charters, and tours to guests. Each Ko Olina Transportation package is delivered with distinct luxury service and elegance.

Challenge

The main goal for Ko Olina Transportation is to offer guests a smooth, relaxing and perfect vacation experience. With a high tourist population, combined with local residents and limited roads, congestion and traffic delays frequently cause problems. Further, due to Hawaii’s remote location, cell phone use is often limited and not guaranteed. “When our guests visit us, they are off the clock. They want to put any stresses behind them and make lasting memories on vacation,” said Denny Walker, General Manager of Ko Olina Transportation. “It’s up to us to ensure that we make logistics like transportation as seamless as possible. We need to be in constant communication with our drivers, and be proactive about the maintenance and upkeep of our vehicles.”

Solution

In 2014, Ko Olina Transportation began its search for a GPS fleet tracking solution that would allow it to keep track of its vehicles. After looking at a number of options, the company implemented Azuga Fleet in the fall of that year. “Azuga was the most open to discuss what we needed,” said Walker. “The technology from other vendors was complicated. Their systems needed to be hard-wired and that was something we didn’t want to deal with. Azuga Fleet’s plug-and-play devices made it simple to implement.” Today, Azuga Fleet is installed across Ko Olina Transportation’s entire fleet, including limos, Lincoln Navigators, Mercedes sedans and shuttles. The solution enables the company to optimize routing, stay in communication with its drivers, monitor vehicle health and oversee driver behavior. “With its real-time availability, Azuga Fleet lets us operate our entire fleet as efficiently as possible,” said Walker. “Because we are able to know exactly where each vehicle is, we can optimize routes around traffic. We no longer have to depend on cell phone communication to know where our drivers are. Vehicle health monitoring alerts have allowed us to identify issues early on, helping us ensure there are no problems when guests are present.” Through enhanced dispatch, smoother fleet operations, and proactive maintenance, Azuga Fleet has helped Ko Olina Transportation meet its goals to provide superior customer service to its guests. And while customers are the most important, they are not the only ones receiving benefits. The company’s drivers themselves enjoy that they are able to monitor their own driving in real time. “Our drivers love the social gamification of the platform. It has even created some friendly competition among them to see who is the top driver,” said Walker. “In fact, one of our drivers received recognition for being the #1 Top Driver among all Azuga customers during Q1 2015.”

Results

- ▶ Letting drivers see real-time driver behavior and safety scores has encouraged them to become safer. The company has not had an accident in over five years.
- ▶ Before implementing Azuga Fleet, Ko Olina Transportation was unable to keep track of all of its vehicles throughout the day. It relied on spotty cell phone service to stay in touch with drivers. Now, Azuga Fleet enables the company to know exactly where all its vehicles are at anytime, resulting in better dispatch decisions, optimized routes and better service.
- ▶ The low cost of the Azuga Fleet plug-and-play device (and no installation costs) permitted Ko Olina Transportation to install units in all of its fleet vehicles.
- ▶ Azuga Fleet’s vehicle health alerts give Ko Olina Transportation timely information on coming maintenance issues, letting them proactively fix problems, avoiding the costs and service failures from breakdowns.
- ▶ Using Azuga Fleet has helped Ko Olina Transportation increase its reputation for safety, communication and efficiency among wholesalers, customers and competitors.
- ▶ Ko Olina Transportation’s manager receives reports on driver behavior in real time, helping him improve safety, cost efficiency and productivity of the fleet through corrective coaching.

