

KINGSWAY TOWING GROUP MANAGES A BALANCED FLEET WITH WEBFLEET

Ken Bach, General Manager, Kingsway Towing Group



VOICE OF THE CUSTOMER

Edmonton's biggest and most respected towing companies in the city

The Company

As one of Edmonton's leading towing companies, Kingsway Towing Group has served the Edmonton and the province of Alberta since 1978. Under the leadership of Ken Bach, Kingsway has continued to be one of Edmonton's biggest and most respected towing companies in the city, offering top-notch service to its ever-growing customer base.

Kingsway's professionally maintained fleet of 34 trucks and 25 drivers are qualified to handle any circumstance that arises. The company is committed to the most up to date safety standards and operates vehicles in small, medium and heavy-duty categories, including service trucks, three-ton wreckers, and flatbeds.

Cost-efficiently manage a growing business and fleet

The Challenge

With a new vehicle averaging \$150,000 or more, fleet owners/operators must find a balance between old and new when building and managing a large fleet.

"Do I buy new and pay high depreciation and financing costs? Do I hold onto a vehicle and pay higher maintenance costs? Or, do I replace the chassis and get more utilization out of the rig?" says Ken Bach, owner of Kingsway Towing Group. "The right answer for Kingsway lies in data captured in WEBFLEET. By fully utilizing WEBFLEET we can maximize fleet utilization, minimize downtime and make better-informed business decisions."



VOICE OF THE CUSTOMER

WEBFLEET prevents overspending and helps Kingsway make smart business investments

The Solution

When Ken acquired Kingsway Towing Group, one of his first investments was in WEBFLEET to better track and manage his 34-vehicle fleet.

“WEBFLEET allows us to maximize the number of calls we can take per vehicle per day, while monitoring and managing fuel and vehicle maintenance costs. For instance, I can ensure my drivers are centralized in high demand areas and available at peak times. I can also manage idling time, drive time and PTO engagement, so our drivers and vehicles are best utilized and we are not wearing out our engines, burning fuel, or putting unnecessary miles on the vehicles while waiting for calls to come in.”

Ken’s financial model uses telematics data from WEBFLEET such as miles logged, driving incidents, engine wear and PTO engagement, and other vehicle information, such as make and model, age of the vehicle, as well as tire and maintenance costs. It allows him to wisely deploy vehicles and drivers, and decide whether to sell, maintain or refurbish vehicles -- all with an eye to running the most profitable towing business possible. Ken also relies on WEBFLEET’s OptiDrive 360 to better manage driver behaviors.

“Every morning when I come into the office, I open up two pieces of software -- our Tracker Dispatch system and WEBFLEET,” says Ken. “WEBFLEET’s dashboard allows me to keep an eye on my fleet’s daily mileage, usage per day, miles logged per day per truck, trips per day, PTO engagement that day. WEBFLEET cuts down on our overhead and helps us reduce our costs and maximize our returns. Without it, I wouldn’t be able to maximize the utilization of trucks and positioning. It gives me everything I need to know to run my business.”