

## Jetco elevates its customer service and takes reporting to new heights

By teaming up with Geotab and USA Fleet Solutions, Jetco dialed in on two critical areas of its business — all while reducing speeding, HOS violations and operational costs.

“The speed at which the installation process took place was truly astonishing. I was not prepared for something that was so effortlessly installed. It was remarkably easy, much easier than I had anticipated.”

— *Jeff McKinney, Jetco*

Since 1976, Jetco has been a leader in the Gulf Coast shipping industry, offering reliable services to a broad range of clientele, from small businesses to Fortune 500 companies.

Today, with a fleet of 130 Class 8 trucks in the Houston area — and over 600 assets managed through Geotab — Jetco continues to uphold its reputation for excellence, placing it in TCA’s [Top 10 Best Fleets to Drive For](#) in their category.

Jetco wanted to continue its proven success and become even more proactive with business objectives by identifying key areas to develop as part of its overall strategy.





## Fleet profile

### Company:

Jetco Delivery

### Industry:

Heavy haul transportation

### Based in:

Houston, Texas

### Types of vehicles:

Class 8 trucks and trailers

### Fleet size:

600 total assets

## Problem: Elevating customer service and reporting capabilities

Turning to Geotab for more advanced telematics — and as a significant upgrade from its legacy provider — was the first step to reaching two of its goals:

- **Elevate customer service** to exceed expectations and become more competitive
- **Get in-depth reporting** and more visibility into daily operations

Geotab's open and flexible solution offered Jetco the control it needed. Combining this open platform technology with the integration experts at USA Fleet Solutions, Jetco found the deep complementary technical support to help transform its operations.

"Reporting played a significant role, and utilizing Geotab's Marketplace provided us with a wide range of solutions that greatly assisted us. The abundance of options available through the marketplace proved to be highly beneficial for our needs."

– **Jeff McKinney, Jetco**

## Solution: Accurate delivery times for happier customers

With USA Fleet Solutions' customer-facing database, Jetco could significantly improve its customer service by providing accurate delivery times to customers.

In addition to improved delivery times, watch how Jetco now captures and reports on metrics that help their customers make data-driven decisions about freight scheduling, spending, environmental impact and more:



### How Jetco Uses Data to Achieve Client Goals

Both Geotab and USA Fleet Solutions take a people-centric approach to their service and their technology, which aligns with Jetco's own dedication to continuous improvement and customer service.



## Improved safety and no more ELD blackouts

The transition to Geotab also spelled the end of blackouts from their previous ELD solution. With more uptime and live tracking, Jetco now has precise knowledge of drivers' whereabouts, helping to optimize fleet operations.

"To this day, I have not witnessed a single instance of failure."

– **Jeff McKinney, Jetco**

Geotab's solutions have become integral to Jetco's operations, supporting everything from IFTA filings and mileage tracking to vehicle utilization and safety reporting. Geotab has helped Jetco enhance its safety KPIs and manage at-risk drivers more effectively.

"Jeff from Jetco exemplifies an unwavering dedication to safety within his fleet, as safety stands at the core of Jetco's values. With the aid of the Geotab platform and its invaluable insights, he has effectively introduced significant safety enhancements across his operations. Notably, he has placed a strong emphasis on tackling concerns such as speeding, seatbelt compliance, and cellphone usage, leading to remarkable advancements in safety throughout his fleet."

– **David Crumbley, USA Fleet Solutions**

## Hit the ground running

Easy installation of the Geotab solution meant the roll-out was done within a quarter to minimize downtime.

Geotab's open platform and vast marketplace gave Jetco countless options to support fleet management that can all be seamlessly integrated into existing infrastructure.

Along with USA Fleet Solutions, Jetco took advantage of Geotab's vast marketplace of fleet management tools. They maximized drivable hours to improve profitability with Drivewyze, installed Lytx cameras to reduce risk and improve overall fleet safety among many other fleet solutions to maximize productivity.



## Results: The power of Geotab and USA Fleet Solutions

Since switching to Geotab, Jetco has seen:

- Improved safety and fuel consumption through reduced speeding
- Reduced operational costs through advanced reporting that gives visibility
- Minimal downtime through easy, 5-minute device installation
- Seamless integration with Lytx cameras reduced collisions and HOS violations

“It’s quite peculiar, but the drivers remain remarkably silent, which indicates that everything is running smoothly! Interestingly, I have also come across feedback suggesting that it is much simpler compared to our previous telematics provider.”

– *Jeff McKinney, Jetco*

## Like recommending a friend

In a world flooded with ubiquitous AI applications and conversations, Jetco said that recommending Geotab and USA Fleet Solutions was like “recommending a friend.”

With Geotab, you don’t need to “reinvent the system.” You can seamlessly integrate other solutions without losing everything you have.

Jetco’s success with Geotab and USA Fleet Solutions demonstrates the power of telematics when paired with exceptional customer service and expert installation knowledge.

Jetco didn’t just adapt to change, they embraced it to drive their business forward.

Discover how fleet management technology can improve your business:  
Visit [www.geotab.com](http://www.geotab.com) or  
email [heavytrucksales@geotab.com](mailto:heavytrucksales@geotab.com)



Visit [www.usafleetsolutions.com](http://www.usafleetsolutions.com) or  
email [sales@usafleetsolutions.com](mailto:sales@usafleetsolutions.com)

# GEOTAB®

© 2023 Geotab Inc. All rights reserved. Geotab, Geotab GO, and the Geotab logo are registered trademarks of Geotab Inc.