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Ashley Ando,
Manager, STAR Transit

STAR Transit

GPS Tracking Increases Customer Satisfaction and Driver Management

PROFILE

STAR Transit is a “demand response” transportation service headquartered in Texas that provides Kaufman and Rockwall County citizens the freedom to get to jobs, go shopping, run errands, make medical appointments or visit friends. STAR Transit also provides the STAR Transit handicap accessible buses which makes public transportation services available to all citizens regardless of age or physical condition. All STAR Transit drivers are trained in first aid, CPR and defensive driving.

CHALLENGES

STAR needed an all-in-one device that would track mileage, monitor driver behavior and provide maintenance reports and reminders. With so many vehicles on the road, passengers depending on this service and a limited operating budget, it was essential to ensure that all the vehicles were properly maintained as well as driven carefully and safely. Moreover, STAR couldn’t afford to risk liability with poor driver conduct or misuse of vehicles, such as using them for personal activities. After trying many Automatic Vehicle Location devices, they couldn’t find one that could perform all the essential functions they needed reliably and affordably.

SOLUTION

STAR discovered Actsoft’s Comet Fleet software which enabled them to perform all the functions they needed and more. Comet Fleet’s high-performance GPS tracking devices provided extensive visibility into the day-to-day activities of

STAR’s fleet vehicles. With Comet Fleet STAR is now able to carry out a wide array of actions designed to ensure safety, accountability and efficiency, including:

- Identifying location of STAR fleet vehicles
- Reviewing drivers’ idle and stop times
- Expediting dispatching
- Ensuring vehicle is on time and at the correct location

BENEFITS

Since STAR has been using Comet Fleet, their productivity has increased dramatically. According to grant manager, Ashley Ando, efficiency has spiked by 50% and they have saved hundreds of dollars each month. Ms. Ando says that while STAR has used many Automatic Vehicle Location (AVL) devices in the past, none have measured up to Comet Fleet. She says she would definitely recommend this solution to other fleet operations.

“For our industry we have to track a lot of information on our usage and vehicles. The Comet Fleet software replaces the need to have a person tracking the vehicle information manually, which ultimately increases our fleet team’s efficiency.” - Ashley Ando, Manager, STAR Transit