



COMPANY NAME: Celebrity Limo
LOCATION: Philadelphia, Pennsylvania
INDUSTRY: Limousine Services
FLEET SIZE: 45

Founded in 1991 by Dennis Adams, Celebrity Limousine has grown from one vehicle into a considerable fleet of more than 45 vehicles. Celebrity Limousine has achieved significant success and is dedicated to providing their customers with the most reliable and efficient limousine service.

The Philadelphia Business Journal and the Wharton Small Business Development Center recognized the company's dedication to excellence. Celebrity Limo has been identified as one of the fastest growing companies in the Tri-State region in five out of the last seven years.

The company's mission of "Attention to Detail" is more than a phrase; it is the framework of years of planning, development and implementation.

BUSINESS CHALLENGE

The company's reliability and reputation were the founding cornerstones of its success. As Celebrity Limo's fleet grew, it needed an efficient way to track and dispatch vehicles to ensure that it met the highest levels of customer satisfaction. Challenges that the company faced included:

- **Inefficient operations** the company's growth was fueled by its commitment to excellence. Even though a full time fleet manager was on site, efficiently tracking and dispatching the ever growing fleet became more and more difficult.
- **Low productivity** Celebrity Limo's dispatch team was wasting too much time trying to locate the closest driver to an important client.
- **Lack of accountability** the time sensitive nature of the limo industry meant that the company had to blindly trust that all drivers were on time for pick ups and drop off.

Celebrity Limo knew they needed a GPS vehicle tracking system. The company's management also knew that they needed a company that would become a partner and would be willing to integrate

with their back-end management system, Livery Coach.

SOLUTION

Celebrity's facilities consist of a 12,000-sq. ft. building housing 45 vehicles, including a full time fleet manager and dispatch team. As Celebrity Limo evaluated several GPS Vehicle Tracking Systems, they were impressed by StreetEagle's range of solutions. More importantly, the company quickly realized that StreetEagle is the only GPS vehicle tracking software that has customized reports specifically for the limo industry:

- Driver Arrival/Departure Report
- Client Pick Up/Drop-off Report
- Engine Idle Report
- Speeding Report
- Start/Stop Report

Celebrity Limo's dispatch team was impressed with StreetEagle's intelligent reporting. The real-time location capabilities in the software allowed

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the dispatch team to make up-to-the moment vehicle management decisions. This increase in flexibility and management had an immediate impact on Celebrity Limo's customers.

Celebrity Limo's drivers liked StreetEagle because it helped to minimize delays and save time. The software also gave them the ability to provide proof of service and settle customer disputes using reports that detail exactly when a client was picked up (or dropped off). The Driver Arrival/Departure report also increases driver accountability and can help eliminate time discrepancies.

Tangible benefits for Celebrity Limo include:

- **Improved Customer Service**—StreetEagle not only increased routing efficiencies but also allowed Celebrity Limo to answer customer questions about vehicle location immediately. With StreetEagle's "public viewer", the dispatcher can email a link to a client and they can view the location of the vehicle on their own computer and determine exactly when they will be picked up.
- **Client/Driver Safety**—Increased monitoring and visibility induces safer driving habits. StreetEagle not only allowed fleet manager to locate their vehicles immediately but also allowed them to monitor specific driver behavior. The software allowed managers to pre-set speed limits, geofences and customized alerts to monitor and encourage drivers to develop safe vehicle operating habits.
- **Improved Visibility/Accountability**—StreetEagle allowed Celebrity Limo to get a "big picture" view of the fleet performance as well as details on each driver within the fleet. This allowed the company to manage its operations more accurately while at the same time increasing driver accountability. This improvement in driver efficiency and behavior meant less "hands on" management from the fleet manager and translates directly into lower operating costs.
- **Lower Maintenance Costs and Fuel Costs**—The vehicle maintenance module allowed Celebrity's fleet management to easily and automatically schedule maintenance. Vehicle maintenance can be triggered by elapsed mileage, engine operating time or calendar time.

"InSight's system provides our Dispatch Office with real time vehicle status and location. With 45-plus vehicles on the roads at any given time, the Celebrity Limousine dispatch team can monitor the speed of traffic flow on virtually every major freeway and divert drivers away from congestion problems on a moment's notice. This saves time, fuel and money but most importantly, we serve our customers better."

Dennis Adams
President, Celebrity Limo

About InSight USA

Founded in 1998, InSight USA was among the first companies to pioneer GPS Tracking, transforming it into the technology that it is today. With thousands of installations worldwide, InSight's StreetEagle™ product has become recognized as one of the most capable GPS Tracking solutions on the market. StreetEagle™ provides effective management oversight to any company with a mobile workforce, providing specific information needed to cut operating costs, improve productivity, and increase profitability.

InSight is headquartered in the Washington DC metropolitan area, with dealers located throughout the US. InSight USA is a privately owned company committed to the success of customers, employees, partners, and suppliers. For more information, visit www.mds-inc.com.