

## STAR Transit

GPS tracking increases customer satisfaction and driver management

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**- Ashley Ando,  
Manager**

### 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 handicap-accessible buses, which make 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 (AVL) devices, they couldn't find one that performed all the essential functions they needed reliably and affordably.

### Solution

STAR discovered Actsoft's Encore software, which enabled them to perform all the functions they needed and more. Encore's high-performance GPS-tracking devices provided extensive visibility into the day-to-day activities of STAR's fleet vehicles. With Encore, STAR is now able to carry out a wide array of actions designed to ensure safety, accountability, and efficiency, including:

- Identifying the locations of STAR's vehicles
- Reviewing drivers' idle and stop times
- Expediting dispatching
- Ensuring vehicles are on time and at the correct location



### Benefits

Since STAR has been using Encore, their productivity has increased dramatically. According to Grant Manager Ashley Ando, efficiency has spiked by 50 percent and they have save hundreds of dollars each month. Ando says that while STAR has used many AVL devices in the past, none have measured up to Encore. 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 [Encore] software replaces the need to have a person tracking the vehicle information manually, which ultimately increases our fleet team's efficiency.” – Ashley Ando, manager