
Press Releases

Lake Truck Lines Reduces Overhead Costs by 15 Percent with NexTraq

Monday, December 3rd 2012



Atlanta – November 28, 2012 - NexTraq, the value leader of GPS fleet tracking vehicle management solutions, announced today its client, Lake Truck Lines, has reduced overhead costs by 15 percent while optimizing fleet operations with the NexTraq® Fleet Tracking platform and the Fleet Dispatch application.

After researching different fleet tracking systems, Jerry Santos, General Manager of Lake Truck Lines, chose the NexTraq GPS Fleet Tracking platform along with the Fleet Dispatch application due to the ability to send messages through the in-vehicle Garmin device and the turn-by-turn capabilities. Santos said, “I liked that I was able to teach myself how to set everything up.”

Lake Truck Lines saw results within a couple months. Santos said, “Most of our job sites are in remote locations off dirt roads with no street signs, we use geographical markers to get our drivers there.” The NexTraq Fleet Tracking platform with the Fleet Dispatch application allowed Santos to send his drivers turn-by-turn directions through an in-vehicle Garmin device, resulting in drivers arriving to job sites on time and increased customer satisfaction.

Santos saw an additional benefit with the NexTraq Fleet Tracking platform. After receiving a customer complaint, Santos was able to investigate the claim and find the offender. Santos said, “This offender was costing the company valuable time and money, and we almost lost a customer because of it. I was able to pull up the evidence on the NexTraq Fleet Tracking platform to prove the claim.”

Mike Scarbrough, CEO of NexTraq, said, “The Fleet Dispatch application is a powerful tool that allows two-way communication between dispatchers and drivers. This is especially helpful if the destination is a job site in a remote location. With NexTraq, you gain a clear understanding of where your fleet is and where it’s going.”

For more information on the NexTraq Fleet Tracking platform, its applications – Fleet Mobile, Fleet Metrics and Fleet Dispatch, please visit <http://www.nextraq.com> or call us at 800.358.6178

About Lake Truck Lines Founded in 1949, Lake Truck Lines, a family-owned and operated business, began by delivering fertilizer to farmers. Under company President Douglas Cain, Lake Truck Lines moved from Houston to San Antonio and expanded its fleet size to 72 vehicles over the past 2 years. Currently, Lake Truck Lines works in the Eagle Ford Shale Play of South Texas. The NexTraq Fleet Tracking solution along with the Fleet Dispatch application has been a vital element in allowing that growth.

About NexTraq Established in 2000, NexTraq provides the highest value GPS fleet tracking solution in the telematics industry. The NexTraq platform is a cloud-based application that enables service and distribution businesses to optimize fleet operations while reducing operational costs and maximizing revenue. Based in Atlanta, NexTraq customers achieve ROI in as little as one month. For more information, please visit www.nextraq.com.