



Carolina Nurseries Nurtures Service with Fleetilla GPS Trailer Tracking

Customer: Carolina Nurseries of Moncks Corner, South Carolina

Fleetilla Solution: Trailer Tracking

Results: Improved Customer Service and "Peace of Mind"

The Story:

With its superior coverage and performance, Fleetilla's GPS Trailer Tracking Solutions have helped Carolina Nurseries improve their customer service and enhance operational efficiency while also providing "*peace of mind*."

Located in Moncks Corner, South Carolina, Carolina Nurseries is one of the largest nurseries in the state of South Carolina with 700 acres. The mild winters and the temperate summers combine to give Moncks Corner one of the best growing climates in the United States.

The nursery utilizes Fleetilla to track six nursery-owned trailers that are leased to independent/broker drivers as well as three nursery-owned Bobtail trucks that deliver their products to customers as far west as Texas.

"Our drivers are the final step between Carolina Nurseries and our customers. Fleetilla allows us to ensure we are delivering the best possible customer service."

**Chris Bass, IT Manager
Carolina Nurseries**



Carolina Nurseries is focused on delivering their products on-time. "Customer service is critical for us. If our products aren't delivered on time a landscaper could be wasting time and money waiting, so we are very dedicated to improving efficiency. As for the trucks and trailers we own, we want to know where they are and where they've been - Fleetilla is like another insurance plan that provides peace of mind," said Chris Bass, IT Manager at Carolina Nurseries.

"Fleetilla gives us the information we need. Since integrating Fleetilla in our Custom Fleet Management system, we are more on time, more efficient and provide better service. I am very pleased with the technology," said Bass.

Fleetilla's GPS tracking solutions are in use at over 400 organizations. Through Fleetilla.net, the company's online tracking portal, fleet managers can track real-time positions of vehicles, trailers and other mobile assets in the United States, Canada and Mexico. Fleetilla's online portal provides a pinpoint accurate mapping system as well as numerous management reports such as utilization, direction, speed, and history.

"Carolina Nurseries is dedicated to customer service. They are very serious about delivering for their customers and we are pleased that Fleetilla plays a role in helping them meet expectations," said Dennis Reno, Fleetilla vice president of marketing.

Learn more about Fleetilla solutions at www.fleetilla.com.

