

## Robust Tracking & Reporting

*“Wessan Interactive developed a national, interactive operating system that helped improve accountability for our 40+ locations. Because of the tracking measures developed, we now have reporting mechanisms that result in a reduction of costs for our entire organization.”*

Rodney Ruth  
President, CEO  
Auto Driveaway

### OBJECTIVE:

#### **Monitor Spending and Promote Accountability**

Auto Driveaway, a door-to-door auto transportation service for consumer and commercial vehicles, wanted to closely monitor operational activities and sales across their 40+ franchise locations.

They turned to Wessan Interactive to help develop a web-based solution that would not only track the sales of each location but would also track associated inventory and all related activities.

### SOLUTION:

#### **National, Interactive Operations System**

Wessan Interactive reviewed Auto Driveaways' existing operational procedures and developed a national, interactive operations system.

This system was developed to provide better tracking of each vehicle, the ability to quote the customer online, the option for clients to track inventory and present customers with a satisfaction survey.

### RESULTS:

#### **Tighter Accountability with a Reduction in Costs**

The national, interactive operations system promoted accountability with each Auto Driveaway location and reduced annual operating costs by over \$700,000.

Now each franchise can choose how to ship their vehicles, select whether they need trucking, shipping, professional drivers or experienced individual drivers and track their order online to guarantee a fast and safe pick-up and delivery.



Call 800-468-7800 or visit [wessan.com](http://wessan.com)  
for more information.

