

# DISCRETE WIRELESS CASE STUDY



## Industry

Heating, Cooling, Plumbing,  
Indoor Air Quality

*"Initially our goal was to increase efficiency and productivity, but the GPS system recently enabled us to recover a stolen vehicle and equipment worth about \$100,000.*

*Our perspective has changed"*

## Joel Powel

Operations Manager  
Coolray Heating, Cooling and  
Plumbing



## Background:

Coolray Air Conditioning was founded by Ray Fossel in 1966 in Marietta, Georgia. Their first service vehicle was an old family wagon that was just big enough to carry a couple of people, some tools and basic supplies. Since then, the management team at Coolray has built the business into one of the most recognized and respected Heating and Cooling businesses in Atlanta.

Additionally, in 2004 Coolray purchased Mr. Plumber another leading brand name in the Atlanta area. Today Coolray provides award winning Heating, Cooling, Plumbing and Indoor Air Quality services to residential and commercial customers all over Atlanta and the surrounding communities.

Discrete wireless is proud to be associated with the dedicated, hardworking men and women at Coolray Heating, Cooling and Plumbing.

## Challenge:

With dozens of vehicles servicing hundreds of Heating, Cooling and Plumbing calls every day, Coolray needed a way to monitor the efficiency and productivity of their workforce. Atlanta has some of the worst traffic in the country. Moving vehicles around the city efficiently is a top priority for all service and distribution businesses.

## Outcome:

Mr. Plumber was already a Discrete Wireless customer when Coolray purchased them in May, 2004. The management team at Coolray had been researching GPS fleet managements solutions, and based on the positive recommendations of the Mr. Plumber team, Coolray adopted the Discrete Wireless solution for its HVAC vehicles as well.

"Today we have the GPS system on approximately 30 vehicles in our fleet," said Joel Powel, Operations Manager for Coolray. "We use the system to monitor the vehicle status, and driver productivity." Also, if we get an emergency call from a customer, we can immediately see where our vehicles are and quickly dispatch the best vehicle for the job. We are able to provide better service more customers."



Coolray recently experience another benefit of having a GPS vehicle tracking system. "Monday morning we returned to the office and discovered one of our HVAC vehicles was missing," said Powell. "We immediately logged onto the Discrete Wireless system, located the vehicle, and contacted the police. We recovered the vehicle and all of the equipment within a few hours. The police were very impressed with us."

"The replacement cost of the vehicle and the equipment was close to \$100,000. So we have a whole new appreciation for our GPS system."

**For more information**

For more information about Coolray Heating, Cooling and Plumbing, visit their website at <http://www.coolray.com>