

# DISCRETE WIRELESS CASE STUDY



## Industry

Residential and Light  
Commercial Plumbing,  
Heating and Air, Appliance  
Repair

*"This is the ONLY bill I don't  
mind paying every month"*

## Randy Moore

Owner-President  
Founder's Son

## Discrete Wireless Dealer

Global Business Concepts  
<http://www.gpstechnologies.net>



## Overview

Moore's Home Mechanical is a family owned business that has been providing exceptional residential and light commercial Plumbing, HVAC, and Appliance Repair service for over 50 years.

## Background

Moore's Home Mechanical was founded by Arlo & Louise Moore over fifty years ago with the purchase of a company called Davenport Appliance. Davenport was a retail appliance store in Kansas City, KS. They sold appliances manufactured by White Westinghouse and Frigidaire. Along with retail sales, they serviced appliances in the home and completed in store service on vacuum cleaners that were carried in. When the big market chains went to war with appliance pricing, Moore's decided to abandon the appliance sales and concentrate only on in home service. This brought about the creation of two companies, Moore Appliance Repair and Moore's Home Mechanical Services. In the early '90's the two companies were combined to form the company as it is today.

## Challenge

Like every business, Moore's was looking for ways to reduce unnecessary expenses, while increasing customer service and revenues. Moore's was facing a number of challenges. They they had no way of knowing exactly where there vehicles were so they could not take advantage of call-in's on a busy day. Also, they had no way of enforcing their no-speeding policy. If someone called in reporting a speeding vehicle, they could not be sure which vehicle it was.

Additionally, when the occasional customer dispute occurred, Moore's had no proof that his drivers were at a customer site for a specific length of time.

Randy Moore, the President and Owner of Moore's, heard about Discrete Wireless GPS Vehicle Tracking through a dealer, and had the system installed on their 15 vehicles.

## Outcome

Moore's started seeing benefits immediately. "We saw a 25% - 30% decrease in fuel costs the very first month, said Mr. Moore. Now when customers call in, our dispatch employees



can see if we have a driver that can send. In the summertime we are able to pick up 2-3 extra calls per day using the Discrete Wireless system. The Discrete Wireless Bill is the only bill I don't mind paying every month."

**For more information**

For more information about Moore's Home Mechanical, visit their website at <http://www.moreshms.com>