

“GPS TimeTrack™ enables us to better allocate staff resources, so we get the greatest possible production from laundry associates and delivery drivers. The results speak for themselves: We have decreased office staff downtime by more than 4,000 man-hours each year since we began using GPS TimeTrack..”

— Mark Clark, transportation manager for Marriott Textile Services

Marriott Textile Services



Spotlight

- ▶ Eliminated up to 2 hours per day per worker of office downtime
- ▶ Decreased more than 4,000 hours of downtime annually.
- ▶ Improved customer service – responding faster to customer inquiries
- ▶ More detailed driver location data and improved allocation of office staff

but not where they'd been. Also, the vehicle-mounted system made it difficult for managers to communicate with drivers, particularly if the drivers were not in their trucks.

Background

Marriott Textile Services provides linen-laundry services to 32 hotel properties in the New York Tri-State area. Drivers pick up and deliver sheets and towels to clients seven days a week. Office staff, also known as laundry associates, are responsible for sorting the linens when they arrive at the plant.

Solution

Marriott switched from the hard-mounted system to GPS TimeTrack from Xora in 2005. GPS TimeTrack software runs on cell phones carried by the drivers. Managers access web-based maps generated by GPS TimeTrack that show the real-time location of drivers, as well as where they've been, if they are moving or stopped, and how fast they are traveling.

This data helps Marriott maintain an efficient workflow among the laundry associates. Since managers can now more easily determine if drivers will be on-time, smarter decisions can be made regarding the allocation of laundry associate staff. For instance, maps generated by GPS TimeTrack combined with a phone call to the driver may indicate that a delivery has been delayed, prompting the office manager to reassign laundry associates to another project while they wait for the driver to arrive. As a result, office staff downtime is reduced significantly.

Results

Since deploying GPS TimeTrack, Marriott has eliminated up to 2 hours per day per worker of office downtime, which tended to occur on the company's four least busy days – Wednesday through Saturday. Overall, Marriott has decreased downtime with GPS TimeTrack by 80 hours per week or more than 4,000 hours each year.

Challenge

Operating efficiently requires that transportation managers know the location and status of drivers throughout the day. Real-time access to this information enables managers to respond promptly when hotels in the network call to find out when their linens will be picked up or delivered. More importantly, managers can make better use of laundry associates' time if they know when drivers will return.

Until recently, Marriott used GPS devices that were hard-mounted to the trucks to track driver locations. However, these devices provided only partial information; managers could see where drivers were,