Dear Reader,

The North American service industry is comprised of a dynamic mix of companies. Each extending their own specialized capabilities, building programs and policies catering to their specific clients while providing best in class customer service programs.

What else do all of these companies share in common?

GeoVariance …Exclusive to the M-LINX™ Productivity Suite!

The challenge of monitoring actual driving behaviour against a planned driving route with configured notification options identifying when a driver deviates off course!
Introducing **'M-LINX™ Geo Variance'**!

M-LINX™ GeoVariance provides the business with productivity tools to monitor driving behaviour based on predefined driving routes optimized to address specifics such as:

- Customer SLA commitments
- Time of Day vs. Traffic Congestion
- Shortest route; reduced driving distance
- Emergency response
- Corporate mandates

The business is responsible for planning and scheduling driving requirements that best address corporate requirement determined by clients' needs while reducing the overall cost per mile. Reducing the cost per mile, translates into reduces fuel costs and improves the bottom line.

When drivers take it upon themselves to navigate from customer to customer, based on their own preferences, cost management and control is compromised which directly impacts the business.

With **M-LINX™ GeoVariance** the planned driving route is visually displayed as a solid line in comparison to the actual route driven. Through a configurable layer, when a driver deviates off course an alert is sent to a supervisor. As always, data is available in real-time and through our **GeoVariance** report to address trending and performance issues.

MCC's suite of products is geared towards optimization and management for all you asset. **Geo Variance** is another example of how we continue delivering!
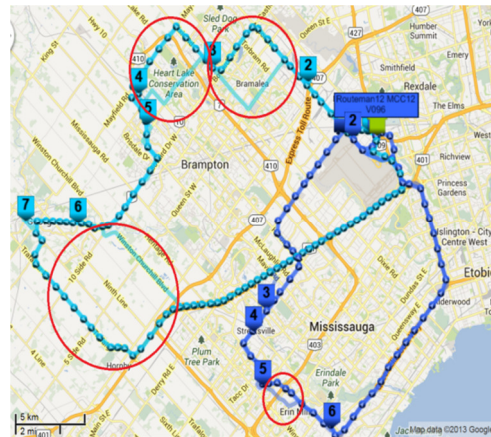
As always, I welcome all questions, comments and the opportunity to discuss how we can help streamline your service or rental operations.

Sincerely,

Mike

Mike Macaro

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