



FORTUNE 100 Truck Manufacturer

Sales Enablement Fleet Analytics POC

with Dashboard Visualization

Problem

How can the Truck Manufacturer use big data to help the Sales Team sell the optimal products to fit each customer's needs, thereby setting themselves apart from the competition?

Solution

The Truck Manufacturer collects tens of thousands of data points off trucks with their parts driving across the country and world every hour, every day. Working with the Truck Manufacturer, Kopius created a PowerBI dashboard that utilizes this data and puts it at the fingertips of the Sales Team with informative graphs, charts, and maps showing everything from fuel economy by state per customer to the date and location of dash lamp errors. In addition, there is an "Opportunity" section that estimates savings to customers if they switch to different configurations using actual data as the source for algorithms.

Results

The Truck Manufacturer Sales Team has a one-of-a-kind, dynamic tool with real world data to support customer interactions and sales efforts.



CUSTOMER FLEET ANALYTICS



Customer

VIN#

Model

OPERATOR LIKE ME

Class of Truck

Engine Family

All MX-11 MX-13

Max speed (MPH)

20 70

Average Speed (MPH)

All <30 30-50 >50

Avg trip distance (miles)

10 200

Horsepower

300 525

% PTO time

10% 100%

% Hotel Time

10% 100%

% Cruise Control

10% 100%

OVERVIEW

1 day

5 days

1 month

6 months

YTD

5 years

2,932k

Average Miles Per Truck

63,947

Truck Inventory

5.91

Average Fuel Economy

10%

Idle Time

0%

PTO Time

20%

Hotel Time

30

Average Speed

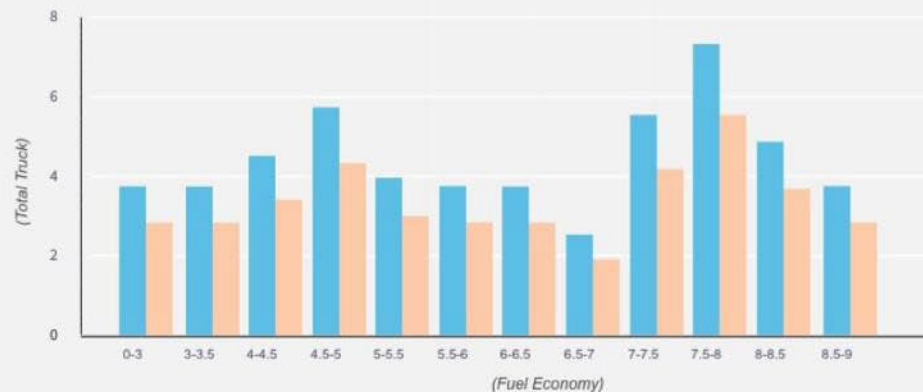
75%

Trucks Up to Date

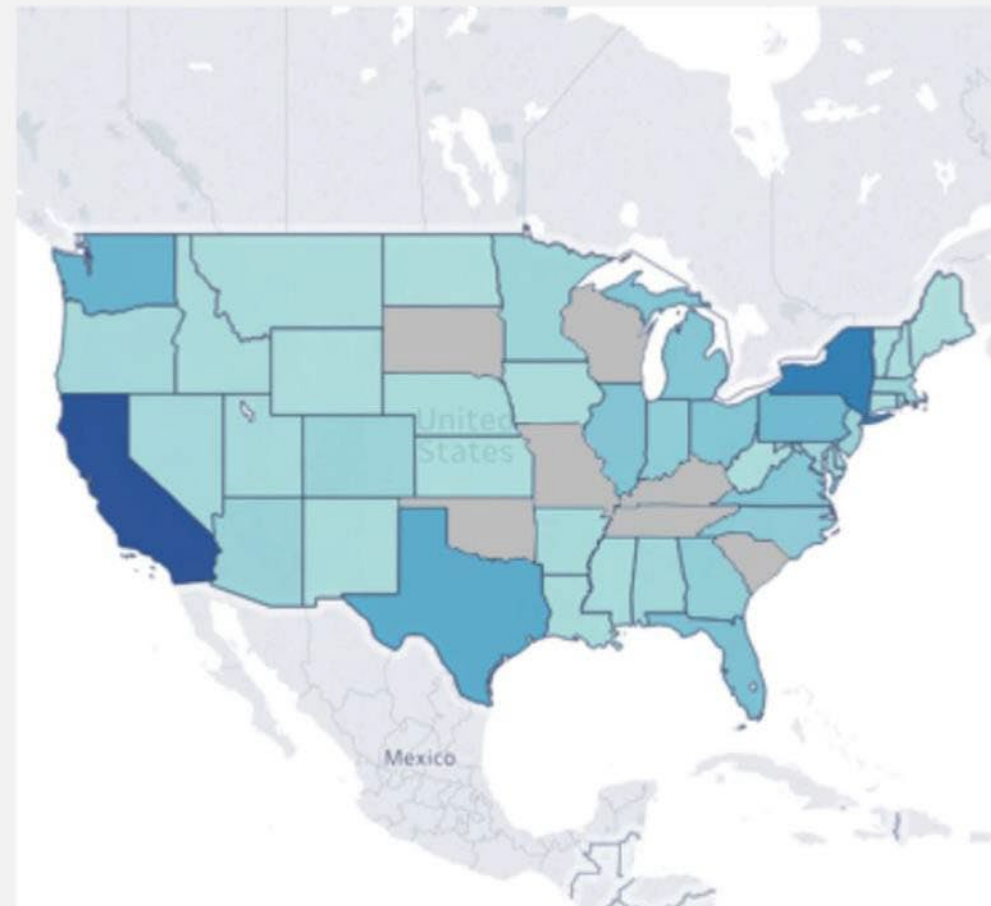
10%

Dash Lamp On

FUEL ECONOMY BY TRUCK

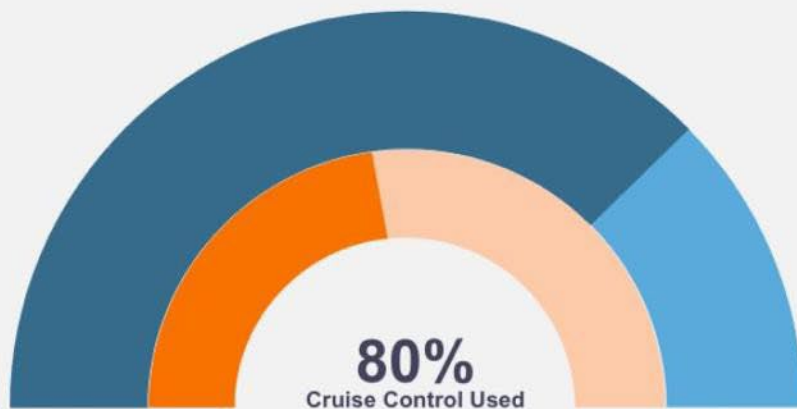


FUEL ECONOMY BY ROUTES



CRUISE CONTROL

Off On



Fuel Economy

Safety

Maintenance

Uptime