

# ACTIONABLE INTELLIGENCE, ADMINISTRATIVE FREEDOM, AND SYNCHRONIZED REPORTING

SOUTHWIND CASE STUDY



## CASE STUDY

Southwind, a multi-brand leader in home services operating 20 companies across the United States, faced a significant logistical hurdle: fragmented data. With each location and regional group managing fleet assets through their own methods, the organization lacked a "single source of truth." To modernize their operations, Southwind partnered with Fleetrock, LLC to consolidate their fleet management onto a single, unified platform. By moving away from legacy paper trails and into Fleetrock's modern digital environment, Southwind successfully centralized data for their entire national footprint. Southwind's objective is to leverage this transition to provide its teams with the reliable information necessary to unlock advanced reporting capabilities and standardize data-driven insights across all 20 companies.



Southwind is a leading multi-brand home services platform building trusted, people-first brands across North America. Its portfolio includes nationally recognized names such as 1-800-GOT-JUNK?, You Move Me, Shack Shine, Dream-Lawn, and Fountain Comfort Group—delivering essential services across moving, junk removal, exterior home care, lawn, HVAC, plumbing, and electrical. By pairing disciplined growth strategies with a deep investment in people and local operators, Southwind creates exceptional customer experiences while scaling enduring brands that positively impact the communities they serve.

## KEY OBJECTIVES

1 Streamline workflow through AI and automatic reporting emails

## OUTCOME WITH FLEETROCK

Significant reduction in administrative time

*"Our team has saved 3 week's worth of time through Fleetrock's AI invoice upload feature"*

2 Unify fleet data management into a single source of truth

Operating company '1-800-Got Junk' reduced their fleet by 17%

*"The unified reporting allows us to make informed decisions on our spend and disposition of units"*

3 Maximize operational excellence through enhanced fleet availability and uptime

Improved uptime by 13%

*"Through both our internal usage of the system and Fleetrock's 24/7 breakdown team we significantly increased our uptime since go live"*



## 1. FUTURE-PROOFING WITH AI INSIGHTS

The partnership with Fleetrock has fundamentally transformed Southwind's operational landscape, primarily through the deployment of cutting-edge AI-driven automation. By utilizing the AI Invoice Import feature, Southwind has eliminated the tedious manual entry of external repairs; the system automatically scans, codes, and builds work orders from outside vendors directly within the platform. Furthermore, the AI Assistant provides high-level predictive insights, allowing leadership to move from reactive fixes to strategic planning. This newfound intelligence has already yielded massive results, enabling Southwind to optimize its asset utilization and strategically reduce its total fleet size by 30 trucks without sacrificing operational capacity.

## 2. CENTRALIZED DATA ECOSYSTEM

Prior to partnering with Fleetrock, Southwind's operational data was siloed across multiple tracking methods. By transitioning to a self-managed model on the Fleetrock platform, Southwind has standardized workflows across all 20 locations, ensuring every team member follows the same protocols. To further unify their data, Southwind utilizes Fleetrock's breakdown management team to handle over-the-road breakdowns. This integration ensures that roadside emergency data is no longer lost in phone logs or separate spreadsheets but is instead housed alongside everyday maintenance records in a single source of truth. This total data consistency has unlocked immediate benefits, including seamless warranty recovery, real-time transparency into repair statuses, and significantly increased compliance.

## 3. AUTOMATING PRECISION IN PREVENTATIVE MAINTENANCE

Southwind's transition from manual Google Sheets to Fleetrock has revolutionized their approach to Preventative Maintenance (PM) compliance. Previously, relying on static spreadsheets meant lacking the automated triggers and oversight necessary to ensure consistent vehicle upkeep. By moving to Fleetrock, Southwind now benefits from a dynamic system featuring automatic service intervals that reset instantly upon completion and proactive email notifications that alert teams long before a deadline is missed. Leadership further enhanced this process by implementing customized analytic reports that are automatically emailed to location managers, providing detailed forecasting of upcoming maintenance needs. These robust tracking tools have replaced guesswork with precision, resulting in a remarkable 38% increase in scheduled maintenance compliance across the entire organization.

***"The capabilities of Fleetrock's analytics section is amazing. With all of the filters options and allowing us to customize columns is a game changer. We don't have to ask for a bunch of custom reports, we can do everything ourselves!"***

*- David Perez*