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"Fleetio saves us time and effort every month reconciling our toll bills. We used to spend significant effort chasing down toll violations and we set up toll service with a few different accounts nationwide. Today we spend a fraction of the time, and our tolls are completely digital"

- **Nazim H.,** Can't Miss Us

Case Study

To streamline operations and reduce toll violations, the out-of-home marketing company Can't Miss Us has enhanced its Fleetio account with nationwide toll coverage. This integration facilitates efficient tracking of toll cost without transponders.

To learn more about Fleetio's API, visit fleetio.com/api

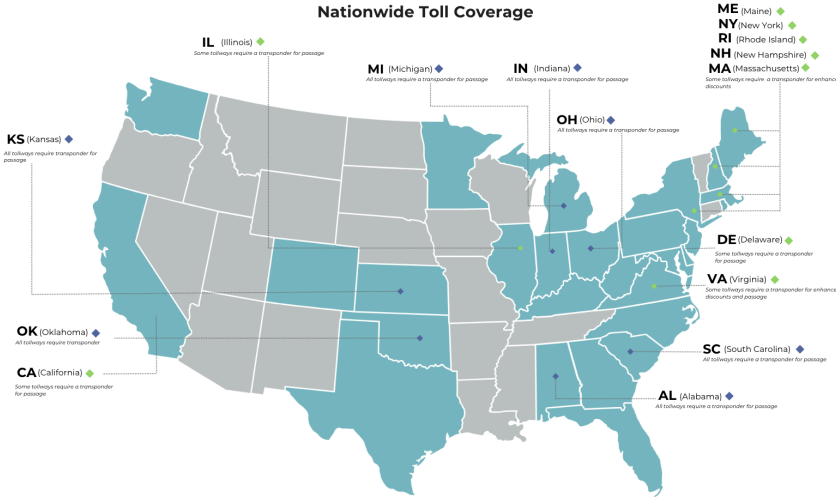# Streamlining Back Office Processes With The Fleetio API

Company Objectives

- Enable vehicles to seamlessly transit from one location to another nationwide
- Eliminate violations that happen because of missing or faulty transponders
- Scale its high-growth marketing business throughout the U.S

Since its inception in 2022, Can't Miss Us has specialized in creating unforgettable out-of-home marketing experiences. Utilizing a fleet of box trucks equipped with large LED displays, the company offers digital advertising that delivers direct exposure and impressions to their clients' target audiences. With the online advertising space becoming increasingly saturated, there emerged a clear demand for a more innovative and cost-effective approach. This need gave rise to the distinctive concept of Mobile Digital Billboard marketing.

Nationwide Deployment

Based in Atlanta, Can't Miss Us rapidly expanded its reach across the nation, tapping into opportunities in all of the country's major cities. This expansion necessitated the quick relocation of trucks from one region to another, often on short notice.

Nationwide Toll Coverage

IL (Illinois) ◆
Some tollways require a transponder for passage

MI (Michigan) ◆
All tollways require a transponder for passage

IN (Indiana) ◆
All tollways require a transponder for passage

OH (Ohio) ◆
All tollways require a transponder for passage

ME (Maine) ◆
NY (New York) ◆
RI (Rhode Island) ◆
NH (New Hampshire) ◆
MA (Massachusetts) ◆
Some tollways require a transponder for enhanced discounts

KS (Kansas) ◆
All tollways require transponder for passage

DE (Delaware) ◆
Some tollways require a transponder for passage

VA (Virginia) ◆
Some tollways require a transponder for enhanced discounts and passage

OK (Oklahoma) ◆
All tollways require transponder

CA (California) ◆
Some tollways require a transponder for passage

SC (South Carolina) ◆
All tollways require a transponder for passage

AL (Alabama) ◆
All tollways require a transponder for passage

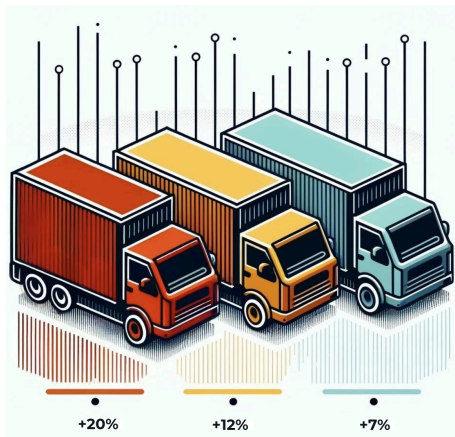**Paper Processing Consumed Significant Time**

Prior to adopting FleetIT, a variable percentage of the monthly toll transactions resulted in paper violations, requiring the business to resolve these issues directly with toll authorities on the phone. They estimated each violation required at least 30 minutes to an hour on the phone. After integrating with FleetIT, they streamlined toll management, and automated these manual efforts, efficiently organizing the toll activities and waiving significant volume of toll violations.

Cost of Ownership Model

Tolls and tickets are a measurable and significant expense to delineate by operating area. By both consolidating toll and citation expense tracking, and assigning the cost to the specific vehicle, Can't Miss Us builds a more holistic cost of ownership model.

"Fleetio's API allows us to maintain it as our single source of truth. We don't have to leave the Fleetio dashboard to automate processes."

\- Nazim H., *Can't Miss Us*

+20%   +12%   +7%

Budgeting and Strategic Planning

By dissecting and evaluating the elements of total ownership costs, businesses such as Can't Miss Us are empowered to identify opportunities for forecasting and refining expenditures through strategic route planning. This approach to managing expenses allows them to set their service prices more accurately and competitively.

Duplicate Charges, Incorrect Toll Cost, Failing Transponders

Before adopting FleetIT, Can't Miss Us frequently engaged with toll authorities to address several recurring issues, now streamlined by their integration with Fleetio. These included being incorrectly billed for tolls based on vehicle classification by weight and axle, as well as handling duplicate charges and malfunctioning transponders that failed to record transactions. FleetIT has automated these processes, efficiently correcting misclassified charges and duplicate fees, and detecting when a vehicle's transponder is not capturing transactions.

Cantmiss.us

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