



K.O. Towing equips for effectiveness with fast and reliable AT&T mobility solutions

- **Business needs** - K.O. Towing looked to streamline business processes and enable more reliable communication between dispatchers and tow truck drivers.
- **Networking solution** - Reliable AT&T mobility solutions increase efficiency and support swift emergency response.
- **Business value** - Improved customer service, increased efficiency, simplified administrative processes
- **Industry focus** - Towing and roadside assistance
- **Size** - Privately held

About K.O. Towing

K.O. Towing provides towing, private property impound services and roadside assistance for individuals and commercial business customers throughout metro Atlanta. The company is licensed, bonded and experienced in all aspects of towing. K.O. has invested in its professional staff and physical assets to enable prompt and professional response every time someone needs help.

The situation

When K.O. Towing was sold, its new owners saw an opportunity to update business processes. Many functions, including roadside assistance and monthly vehicle auctions, were paper based. In addition, some company drivers used personal cell phones to communicate with dispatchers and several company-owned cell phones were missing. K.O. Towing owners decided to upgrade and standardize the company's communication systems, simplify billing and improve management of company assets.

Solution

AT&T helped K.O. Towing streamline its communication and billing processes. It equipped the company's drivers with reliable AT&T cell phones that provided fast connection to dispatchers. AT&T also supplied tablet computers that enable drivers and employees working the monthly vehicle auctions to easily document and bill for products and services, greatly simplifying processes and increasing efficiency.



Roadside expertise and professionalism

K.O. Towing is a transportation company that focuses on service tows for residents of Metro Atlanta. Company President Raymond Tew said K.O. Towing's modern fleet of flatbed, wheel-lift tow trucks and wreckers allows it to provide fast response time. "We have 14 employees and we do run 24 seven," he said.

The company's expertise and professionalism in its commercial towing service set it apart from the average metro Atlanta wrecker service. "We offer as-needed impound towing, vehicle transport and

emergency towing services," Tew said. "And we also have a niche business of private property impounding for residential communities and businesses."

In Georgia, the owner of an impounded vehicle is required to pay fees to reclaim a towed vehicle. Any vehicle not reclaimed by the owner goes through a complicated legal process that can end in the car being sold at auction. Much of K.O. Towing's revenue is generated by the monthly vehicle auctions it stages.

Keeping an essential business running

Tew became president of K.O. Towing when the company was sold. "One of the first challenges that we found was that we were paying for 10 phone lines, but we could only find three phones," he said. A few drivers had company-owned phones, but many were using their personal cell phones to communicate with dispatchers.

Other problems arose from some outdated business practices. For instance, employees managed many of the auction processes by hand. This included using paper to record the location, make, model, year, color, VIN number, bids on and the sale price of each vehicle. Many of the auctions feature over a hundred cars and attract several hundred bidders. The paper based manual processes slowed things down considerably.

To complicate matters, the new owners took over just weeks before the COVID-19 outbreak began spreading. "Here we were in the beginning of a pandemic, and our communication system, which drives our technology platform, was not functioning properly," Tew said. He wanted to upgrade dispatch processes and add cameras to each truck to protect drivers, rigs and other company assets.

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Raymond Tew
President, K.O. Towing

While many companies were shuttered as the outbreak spread, K.O. Towing continued operations. “Our business is an essential business. We help move cars from place to place and help clear the highways after an accident,” he said. “And those things don’t stop because we have a plague. We needed help.”

Technology supports improved operations

AT&T helped K.O. Towing update its business processes to match the level of its professional auctions, roadside assistance and towing services. Although equipment was in short supply at the beginning of the COVID-19 pandemic, K.O.’s AT&T account team was able to deliver business cell phones, tablet computers and Wi-Fi hot spots to make it easier for drivers to manage response and billing processes. AT&T also supplied Cradlepoint routers to support new camera feeds from company vehicles to headquarters.

The tablets empower drivers to communicate more easily with one another and dispatchers, create notes and invoices and process credit card transactions from the road, dramatically increasing their efficiency.

“Our AT&T Client Solutions Executive was able to get us tablet computers within four days and new phones within a very short period of time. Then here comes the coup de grâce on customer service,” Tew said. “He spent a substantial amount of time with me on the phone, literally walking me through how to set up the new phones. Most people would have given me an “800” tech support number to call. But, due to Covid, if I called, no one would have answered. Most people wouldn’t do for us what our rep did for us.”

Leveling the playing field for small businesses

Small businesses need the same things large businesses have but sometimes lack the necessary internal employee resources. AT&T solutions can level the playing field for K.O. Towing and other small businesses. In this case, AT&T mobility solutions enabled K.O. Towing to optimize operations.

“Everything we do is online and digitized. From the time a call comes into our company, it’s logged in our system and everything is tracked,” Tew said. “And then we assign that to one of our drivers who can take the call in a relatively short period of time.”



Many of the calls K.O. answers come from first responders who need to have vehicles moved quickly after an accident or breakdown on one of Atlanta's highways.

"We're out there on the front lines," Tew said. AT&T helps the company respond quickly. "We're providing an extraordinary service at such a low cost for our customers. Extraordinary service can only happen when you truly care about your customers, our first responders and people who support the first responders."

The tablet computers also streamline operations at K.O. Towing's monthly vehicle auctions, which are large profit centers for the company. Special software on the tablets enables employees to determine the location and specifics about each vehicle to be sold. Employees also use the tablets to check in all the bidders, scan their licenses and take deposits.

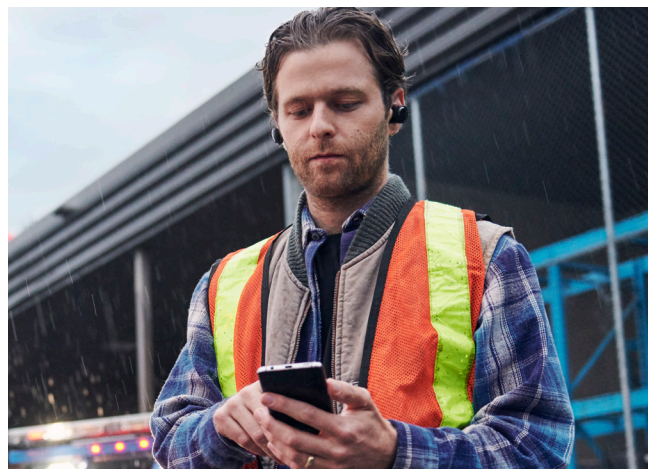
Equipped for effectiveness

K.O. and its employees count on reliable AT&T connectivity. "It creates a peace of mind that if something does happen, you're going to be able to maintain your current operations and communications so that things run smoothly," Tew said.

He credits the people of AT&T who were personally invested in the success of K.O. Towing. "Our AT&T account rep was able to take all the pain that I was experiencing, diagnose the root cause of that pain and go, 'Here's the solution.' That's actually a very high-level way of doing business. And most companies are not able to achieve that," he said.

"Our hopes and dreams for K.O. Towing are to continue to grow and build a great team of people like we have right now," Tew said. "And some of that will mean equipping our company to be able to do things more effectively."

He said he looks at AT&T as a valued team member. "For us, AT&T— including our account rep and the business acquisition team—we consider them a part of the K.O. Team." Tew said "To us, that's AT&T."



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