

## CUSTOMER SUCCESS STORY

### 1-888-JUNK-VAN REMOVAL SOLUTIONS

1-888-JUNK-VAN is a multi-faceted Junk Removal company whose goal is to offer "Removal Solutions" that are quick, flexible, and friendly. The company currently offers services in five cities and is continuing to experience rapid growth.

1-888-JUNK-VAN began as one man and a \$500 truck, and has grown into a leading provider for removal services, with a fleet of drivers and ever-expanding additional offers, including Junk Bin rentals.

It continues to strive to be the most complete removal solutions provider in the market, while remaining customer oriented and retaining COO Marcus Kingo's original vision.

"Within a couple days we could start to see the benefits of changing to TrackVia."

**Marcus Kingo**  
Founder and COO  
1-888-JUNK-VAN

## Summary

1-888-JUNK-VAN began to experience unprecedented growth after only one year of operation. The business expanded from one man and a truck, to a multi-city full service junk removal provider. Founder and COO Marcus Kingo realized he needed to implement a fast and reliable system to run and organize his growing business. Within days after deploying TrackVia, 1-888-JUNK-VAN was able to roll-out a series of fully customized apps to meet the firm's needs, ranging from marketing campaigns, reservation management, productivity measurement, payroll, and more.

## Challenge

When Marcus Kingo founded 1-888-JUNK-VAN he had no need to manage numerous drivers, payroll, or be able to assess productivity. However, with his company's quick surge of growth, there was suddenly a need to create a solution for all these tasks and more.

In a short time, 1-888-JUNK-VAN was managing drivers, reservations, truck maintenance, bin rentals, and more in three cities. Kingo and his operators began with using Microsoft Works, and were emailing the updated reports and data back and forth between each shift. "It was a nightmare," according to Kingo. It soon grew to a point where the daily frustrations of communicating mission critical data, such as reservations and driver payrolls were taking up most of the employees' time and patience.

1-888-JUNK-VAN began receiving hundreds of calls a day for making pick up and bin rental reservations, and it was no longer feasible to have the call operators contact the drivers via phone or email every time a new reservation was made. For reservations made in advance, distribution schedules were manually created and emailed out individually every night. Also, payroll had become an arduous task. Drivers would manually log their hours, and then email them to a payroll coordinator. Then the data was organized and re-compiled, then sent to Kingo for approval and payment. It was a three step process that required a huge amount of time and cross checking to ensure all the data was correct. As the company grew and the number of employees rose, the situation was further exacerbated.

Summary View is a powerful feature. In a single snapshot, I get the info I need to compare productivity numbers across cities. And, when needed, I am only a click away from the underlying details.

Marcus Kingo, Founder and COO, 1-888-JUNK-VAN

## Solutions

Kingo began researching cloud databases and business management solutions that could be used to meet his needs. He looked at WebOffice but soon found that, "it just didn't allow us the flexibility to make the changes we needed. It didn't have enough features for us." QuickBase also fell short. "I looked at QuickBase, but there were too many limitations, including tight restrictions and extra fees for records and users. Pricing was clearly going to be an issue, resulting in questionable ROI."

TrackVia OnLine  
Database  
Professional  
Edition



TrackVia  
Application  
Platform



After researching different players in the cloud database market, Kingo decided to implement TrackVia.

The first priority for the company was to improve communications between operators and drivers, making sure all reservations were recorded and sent to drivers with no errors and minimal effort. In days, Kingo successfully migrated all of his data to TrackVia and began sending accurate, time-sensitive reservation data to his geographically dispersed team.

Over time, Kingo further enhanced the reservation process by leveraging TrackVia's mapping features to help driver's more efficiently plan routes through the addition of real-time blackberry alerts to notify drivers of same-day reservations.

In addition to the above, 1-888-JUNK-VAN uses TrackVia to quickly visualize and assess real-time productivity by region. The fleet of trucks is maintained through data captured in TrackVia, including VIN numbers, driver usage, safety inspections, and more. Online reservations, new employee applications, and franchisee's requests for new supplies are all captured using TrackVia webforms. And, employee time is directly entered into a TrackVia table, wages are calculated inside of TrackVia, and the output is automatically routed to payroll.

TrackVia has also allowed the Atlanta Two Hundred to easily track table sponsorships and volunteer ticket sales. The database is flexible enough to accommodate image and URL field types for company logos and website addresses, respectively. Since all ticket sales are online, it was important for the Atlanta Two Hundred to have the ability to track ticket sales by volunteer. With TrackVia, it is easy to assign each volunteer a promo code so every ticket purchased is associated with a volunteer. Volunteers receive the recognition and credit they deserve, and the venue receives an accurate head count. With TrackVia's published reports, it is easy to run custom views by promo code to determine individual and overall progress.

## Benefits

No longer is 1-888-JUNK-VANK reliant on emails or manual, error-prone processes. Now, the quickly growing franchisor uses TrackVia for virtually every facet of business operations. Says Kingo, "With TrackVia, 1-888-JUNK-VAN has vastly improved process efficiency, data accuracy, and execution confidence. We couldn't imagine a better platform to help drive our firm's growth."

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Before TrackVia, my business was muddled by too many manual touches that were time-consuming and prone to error. With TrackVia, we have automated these workflows. The result: vastly improved efficiency, accuracy, and confidence that is helping to drive 1-888-JUNK-VAN's growth.

Marcus Kingo, Founder and COO, 1-888-JUNK-VAN

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## About TrackVia

TrackVia delivers the world's most secure, flexible, and scalable OnLine Database and Application-Building Platform designed for Business Users. TrackVia balances business-user empowerment with enterprise-class performance, scalability, and end-to-end security. The result: A data management and collaboration solution that even the most skeptical Internal IT organizations can champion. To-date, over 1000 customers across the globe rely on TrackVia, including ADP, Healthways, US State Department, the TSA, US Olympic Committee, Samsung, and US Cellular.

“I don't know how I did it before TrackVia. I would have never been able to achieve the goals we have done. TrackVia is the backbone of our company.”

Marcus Kingo  
Founder and COO  
1-888-JUNK-VAN