

# Camping Companies

## Case Study



Camping Companies is the largest automobile repossession firm in the United States.

The family-owned business has 12 offices in five states—Arizona, Nevada, Utah, Colorado and Oklahoma—and handles repossessions for lien holders that include major banks, credit unions, and the financing arms of large companies such as Ford Motor Company.

### OBJECTIVE

Camping Companies wanted to reduce the amount of unnecessary hours and labor workers spent on administrative tasks in order to free up more time to grow its business.

The primary goal was to do away with paperwork and the inefficiencies of a manual system. Under the old system, a repossession order came in via fax and that piece of paper was touched a minimum of 64 times before the job was closed. Going electronic meant staff spent less time entering data, printing reports, routing paper, making phone calls and fixing inaccurate data. Another element was eliminating the wasted driving time that employees spent having to report back to the office to grab the paperwork needed for the next job. Going wireless meant drivers could stay out in the field longer and complete more jobs per day.

### SOLUTION DESCRIPTION

The company outfitted its stealth tow trucks with ruggedized wireless laptops running RePros® software, proprietary Web-based software. Version 2 of the software is being co-developed by Camping Companies and AppsCafe. The drivers now keep in contact with the home office using Re-Pros and Sprint's CDMA2000 1X network.



[www.campingcompanies.com](http://www.campingcompanies.com)

### COMPANY DESCRIPTION

- Camping Companies is the largest automobile repossession firm in the United States

### OBJECTIVE

- Reduce unnecessary hours and labor spent on administrative tasks to free up more time for business growth

### SOLUTION DESCRIPTION

- Ruggedized laptops mounted in stealth tow trucks to create "virtual offices" on wheels
- Patent-pending Re-Pros® software to eliminate paper processing
- Wireless connectivity using Sprint PC cards over a CDMA2000 1X network

### RESULTS

- 20+% increase in annual revenues since implementation
- 50+% jump in field personnel productivity
- 30% savings in time for customers (lien holders)
- Virtually eliminates wrongful repossessions

Initially, Camping Companies experimented with CDPD, but the company found that CDMA2000 1X was able to deliver better coverage and data speeds. In addition, Walt Camping, president and CEO, wanted to go with a wireless data network optimized for rapid cell site handoffs so that valuable data would not be lost while the trucks were in transit.

Now repossession jobs are uploaded within minutes of a new order coming in. Repossession orders are updated in real-time, allowing dispatchers to automatically get work order changes—including notification of a late payment received by the lien holder—which helps prevent wrongful repossessions and potentially costly and embarrassing mistakes.

**“Before, we physically couldn’t open up branches because we couldn’t manage them. Now we can realize the growth we’ve been looking for with much better margins.”**

—Walt Camping, President and CEO,  
Camping Companies

“CDMA is the best thing out there,” claims owner and president Walt Camping. “And we want to be on the cutting edge of the best wireless technology there is.”

## RESULTS

Camping Companies has documented impressive productivity gains across its operations, including at least a 50% jump in field personnel productivity, a 35% boost in office productivity, and a 30% savings in time for its customers, the lien

holders. The company’s bottom line increased as well, marked by a 20+% increase in annual revenues since the implementation.

Looking at the bigger picture, the system is allowing Camping Companies to entirely revamp its business and expand its horizons. By creating new efficiencies using CDMA-based wireless solutions, Camping Companies plans to open 20 offices in the next five years and intends to leverage its proprietary software through licensing agreements.

“Before, we physically couldn’t open up branches because we couldn’t manage them,” says Camping. “Now we can realize the growth we’ve been looking for with much better margins.”



**Camping Companies was the winner of the A-List Impact Award for the Small Company category.**

The 3G cdmaA-List Awards program honors leading enterprises, public agencies and non-profits for their successful wireless data applications. To learn more about the A-List, please visit [www.qualcomm.com/enterprise](http://www.qualcomm.com/enterprise).

## SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting winners with their respective wireless data deployments.

