CarShare

iDRIVE
Driving the future of car sharing

Goal

To support the greenfield set up of an innovative car sharing business.

Solution

vWork was selected for its ability to:

• Plan and schedule jobs for each day with visibility of technician and their progress.

• Give technicians all the information for each job via a mobile app.

• Reporting from the technician regarding status of the car once the jobs are complete, so that they can be released for members to use.

Benefits

• Certainty that technicians have completed specific tasks.

• Real time data to trigger invoicing process for exceptional use – like invoicing for a special clean if a customer smokes in the car or damages the car.

Results

• vWork software was up and running in just a few hours
• Integration working on day one

"Using vWork means that our members will have a great experience each and every time they use one of our cars. And this is a really important cornerstone for our business."

Mohamed Almoghalis
VP Technology, iDrive

A greenfields opportunity

iDrive is a car sharing service based in Saudi Arabia. Set up in 2018, this innovative business established itself as an alternative to car ownership in the 7 largest cities. With a relatively underdeveloped public transport network, Saudi Arabians have a range of transport options available such as taxis, car rental and ride sharing, such as Uber. iDrive is the Kingdom's first car sharing service.

Mohamed Almoghalis joined iDrive, when it was founded, as VP of Technology. He could easily see the potential for car sharing based on the success of similar businesses in other parts of the world. With a specialist focus on platforms and integrations to enable business success, Mohamed was delighted when their original platform integrators suggested vWork as the basis for managing their ongoing car grooming and maintenance tasks as it gave them an easy way to manage this function and would help build their reputation.

Wheels when customers want them

Knowing that their success would be based on establishing a reliable customer experience, Mohammed set up vWork to manage the three key tasks each of the 30 field technicians must do. Using the templated workflow, these are split into the following areas - interior cleanliness, exterior management, such as refueling, car washing and car maintenance and relocation (often to the local airport).

Each city has its own manager who is responsible for setting the daily schedule for the technicians. And to simplify the daily task setting, each car has been set up as a repeating job in vWork – so that it has a full technician review every two to three days without fail. Any ad hoc jobs, such as a full clean if someone has smoked in the vehicle is simply slotted in between the other regular jobs.

As the location of the car changes every day, optimizing the routes between where the cars are parked will bring additional efficiency benefits to the team. The next step for Mohamed to do this, is to pull through the geolocation of each car into vWork, so that the City Managers can run a route optimization each day. Mohamed plans on using the vWork API to do this, as the geolocation information is based on the location of the user when they use the iDrive app to lock the car at the end of their journey. "We've already used the API to sync our key data with vWork - infact we had that set up on day one. And knowing how easy it is to use, means that we're confident the next integration will be just as straightforward."

On the road to success
With more than 48,000 members, iDrive has firmly established itself as the leading car sharing service in Saudi Arabia. Mohammed knows that there is more work to do to fully realize their business growth plans: "Using vWork, we know that our cars are really well groomed, inside and out and well maintained. And that they are located where our members want to use them. This means that our members will have a great experience each and every time they use one of our cars. And this is a really important cornerstone for our business."

vWORK'S TRACK RECORD

vWork manages
4600
field technicians

Over
5M jobs
dispatched each year

Across
12
countries