

# Concrete Company Replaces Radios and Saves Thousands with Zello



## Problem:

CRMP was paying too much on radios, towers, and wiring to connect drivers and dispatchers. The service was so unreliable and expensive that productivity and profits suffered as a result.

## Solution:

Equipped with Zello-enabled smart devices, drivers and dispatchers now guarantee timely deliveries. CRMP saves tens of thousands of dollars annually by using Zello instead of radios.

Andrew Eger, Communications and Distribution Manager at Commercial Ready Mix Projects, Inc. (CRMP), was paying outrageous communication costs on radios for his drivers and dispatchers. Replacements, repairs, and infrastructure maintenance cost tens of thousands of dollars and would sometimes bring operations to a halt. The lack of a reliable, affordable communication tool was eating away at the company's productivity and profitability. After hearing about Zello, Eger equipped over 100 drivers with Zello-enabled tablets, speakers, and microphones. Training was so easy that adoption was universal. Now drivers and dispatchers collaborate to ensure timely deliveries. Eger saved his company tens of thousands of dollars by switching from radios to Zello.

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**Training drivers to use Zello took all of 10 minutes, and you can't get any simpler than that!"**

## Andrew Eger

Communications and Distribution  
Technology Manager at CRMP

## Problem

CRMP was paying outrageous communication costs for analog and digital radios. With a fleet of over 100 trucks, they spent thousands of dollars on replacements and repairs, not to mention expensive towers, repeaters, and antenna wiring. Severe storms would even bring their operation to a complete standstill for days on end. As the company grew, these communication costs skyrocketed. Without a cost-effective, simple way for drivers and dispatchers to communicate, there was no way to guarantee fast response times and superior customer service.

- **CRMP was paying outrageous communication costs for analog and digital radios.**
- **Radio and tower maintenance caused problematic delays.**
- **Drivers and dispatchers were unable to guarantee fast response times and customer service.**



## Solution

As part of a company-wide initiative to modernize communication, Communications and Technology Manager Andrew Eger searched for high-tech alternatives to analog and digital radios. Eger liked that Zello didn't require special equipment or dedicated towers, since it runs on any cellular data or WiFi connection. As part of a trial, CRMP upgraded and outfitted over 100 trucks with Samsung tablets that had Zello and fleet management software preloaded. Using four customized channels, drivers could easily talk to dispatch centers and other drivers in their region using a single button. To make sure the audio was loud and clear when the trucks were running, they equipped rugged Savox speakers and microphones. Zello was so easy to use that training everyone was a breeze.

- **Communications Manager liked Zello because of its low cost and unlimited range.**
- **Over 100 drivers were instantly connected with each other and dispatchers.**
- **After 10 minutes of training, drivers universally adopted Zello because it was so easy to use.**

## Results

CRMP's trial of Zello was successful. Drivers reported that it was a complete game changer to press a single button and instantly speak with drivers and dispatchers one-on-one or in group channels. It was especially useful for emergency assistance and help with directions. With reliable, effective communication, they can now ensure that deliveries arrive on time and that drivers are safe while on the road. According to Eger, "the company has saved a considerable amount per month in just tower fees and repairs alone by eliminating radios." He estimates that CRMP will save tens of thousands of dollars annually by switching entirely from radios to Zello. With plans to expand Zello to over 200 users, the company can continue to grow and maximize its productivity and bottom line.

- **CRMP saves tens of thousands of dollars annually by switching from radios to Zello.**
- **Drivers and dispatchers guarantee timely deliveries and satisfied customers.**
- **Zello improves customer response time, employee experience, and productivity.**

### About Commercial Ready Mix Products, Inc.

Commercial Ready Mix Products, Inc. (CRMP) is a diversified ready-mix concrete producer. CRMP is a family-owned business headquartered in Winton, NC, with over 40 years of experience in the concrete industry. With ready-mix plants located in North Carolina and Virginia, CRMP serves commercial, governmental, and residential customers over a 110-mile radius. The company philosophy reflects a long-held commitment to retain the best personnel, invest in the latest technology and equipment/fleet, while providing excellent customer service. This philosophy remains the foundation for CRMP's future as it moves forward in the ready-mix and hauling industry.



### About Zello

Zello provides the leading push-to-talk solution for increasing communication and collaboration in businesses with mobile workforces. Companies and organizations of all sizes use Zello's award-winning push-to-talk app on virtually any device and network to improve productivity and efficiency of their operations. With instant voice communication, text messages, photo sharing, location tracking, emergency alerts, and more, mobile workforces use Zello to save time and money at the push of a button. Zello serves thousands of businesses and has more than 130 million users worldwide. Current customers include Honda, Restoration Hardware, Marriott Hotels, Uniqlo, Waste Management (WM), and YRC Freight. Zello is recognized as one of the most reliable communication tools for mobile workers by Wall Street Journal, New York Times, CBS, CNBC, USA Today, and TechCrunch.

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