WheelsEye - Empowering Indian Truckers via Google Maps

Lepton's proactive approach and diligent methods helped them quickly onboard the product. Enabled a solid implementation by leading them to best practices & providing prompt support. Lepton also helped optimize expenditure by 35%.

The challenge

There were 3 Major Challenges which WheelsEye wanted to address: Scale of Service Cost Optimization Vernacular Localisation

The solution

Google Maps provided Solution and helped in WheelsEye's growth in following ways: By delivering in high latency & low network environments By Enhancing Communication (vernacular & voice search abilities) By Providing Rich Data APIs - The data quality and depth allowed WheelsEye to transform a small GPS tracking tech into a massive Truck Business Management Solution.

The results

WheelsEye grew from zero to 1 million annually paid-for truck subscriptions in just 3 years. Out ranking every single competitor and disrupting the entire market. This speed was fuelled by Google's ability to handle 2Mn+ map loads every day. 90% month-on-month retention rate coz of anti-theft technology on a layer of geofences. 30Mn+ KM truck-specific highways on Google Maps every day.

> WheelsEye is uplifting Indian Economy by enabling the very truck owners who drives it. By deploying the scale of WheelsEye's operations and Google Map's abilities, WheeelsEye is proud to have created a positive impact on the lives of millions of truck owners and truck drivers & their families. Everytime we save a truck from theft, the owners run out of words to express gratitude.

About Wheelseye Technology India Pvt Ltd

WheelsEye is a hyper growing logistics tech startup from Gurugram, India. A leader in technology enabled service ecosystem for truck owners, WheelsEye is empowering more than 1 Million Trucks across 1500+ towns in India in the shared journey of building a reliable, safer and predictable transportation infrastructure.
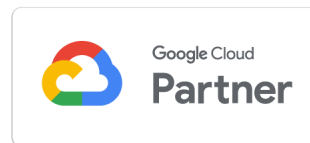
Industry: Logistics & Transportation

Primary project location: India

About Lepton Software Export & Research Pvt. Ltd

Lepton is the oldest & largest Google Maps partner in India and has been working with Google for over 10 years.

Products
Google Maps Platform

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