

# FROM PEN-AND-PAPER DISPATCHING TO TOWING MANAGEMENT SOFTWARE IN LESS THAN 10 DAYS



Founded in 1945, Petroff Towing has grown from a small, garage-based operation to a multi-million-dollar enterprise specializing in heavy-duty towing, recovery, and load work.

Over decades, this family-owned and operated business has earned a reputation for excellence with their customers, community, first responders, and fleet customers they serve – and all with pen-and-paper practices.

This success understandably caused hesitation to adopt digital dispatching practices – *why fix what isn't broken?*

## What Changed?

FleetNet America – a fleet customer and major source of revenue – began requiring their towing providers to use a digital platform to accept job requests. Without technology to receive FleetNet digital dispatches, Petroff Towing lost months of work and associated earnings.

## The Solution:

Atura Towing Management Software – Dispatch Anywhere

## Why Autura?

Instead of pushing Petroff toward a tool with a laundry list of unnecessary features, Autura provided a solution that directly addressed their immediate challenge and laid groundwork for Petroff to implement the use of Towing Management Software on their own terms.

## CASE STUDY SNAPSHOT

**Company:** Petroff Towing

**Specialty:** Heavy Duty, Accident Recovery, Load Handling

**HQ Location:** Caseyville, IL

**Size:** 8 Locations, Fleet of 30

### Challenges:

- Lost FleetNet America jobs and revenue due to lack of digital dispatch
- Comfort with implementing scalable digital dispatching solutions

## RESULTS ACHIEVED:



**Trained and Launched  
In Less Than 10 Days**



**Jobs Flowing In**

With digital dispatch now in place, Petroff Towing can further explore Autura's platform to modernize operations while preserving their trusted service.