

Case  
Study

## HUDSON CITY SCHOOL DISTRICT

Hudson, Ohio

# PETERMANN

### HUDSON PARTNERS WITH PETERMANN TO GAIN SAVINGS, EFFICIENCIES AND TOP NOTCH CUSTOMER SERVICE

Hudson's district mission is to provide an educational program that maximizes the intellectual, physical, social and emotional development of each child in a safe nurturing environment. The mission applies to their student transportation services as well. Hudson had outsourced their student transportation for many years, primarily for financial reasons, and it was time to make a change in their provider.

#### **CHALLENGES:** *Operations, Customer Service, Employee Relations*

Hudson felt they could find a different student transportation partner that could better align with their overall expectations. The operations were not running efficiently. Problem solving and decision making was not happening as quickly as they desired. Customer service was lacking. District administration's phones were ringing when they shouldn't have been.

#### **SOLUTIONS:** *A New Partner, A New Beginning*

The core solution to Hudson's challenges was partnering with Petermann. One reason they chose Petermann was due to their exceptional presence and reputation in the state of Ohio. Hudson was able to validate other local district's success with Petermann.

"Petermann's financial model was right for Hudson, and they had the infrastructure in place that would allow them to make decisions locally versus waiting on an answer from a multi-layered organization," said Derek Cluse, Business Manager. "In short, Petermann was large enough and local enough to be the right choice for Hudson."

#### **Hudson**

#### *By the Numbers*

- Partnership start: 2010
- Student enrollment: 4,700+
- Student ridership: 2,916
- Number of buses:  
27 Petermann owned;  
28 Hudson owned
- Number of routes: 55



*"The Petermann  
General Manager has  
been a Godsend to me."*

Derek Cluse,  
Business Manager



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## **RESULTS:** *Efficient Operations, Increased Customer Service, Enhanced Employee Relations*

The new partnership saved the district between \$500k-\$600k a year. "The General Manager does an excellent job of managing the operations. She keeps the drivers focused and keeps issues out of my day," said Cluse. "She's been a Godsend for me."

Petermann installed the right routing system for Hudson in order to gain significant results in operations while staying within the parameters of Hudson's transportation policies. The onsite Petermann team does an excellent job of communicating with the customers, minimizing the number of complaints that get routed to the district's attention.

When the contract transitioned, the Petermann team did a fantastic job communicating with the employees and supporting the managers. A lot of anxiety can come with a change of this magnitude and the Petermann team significantly eased the uncertainty. Now, well into the partnership, the employees are still excited when training opportunities are offered — whether it's the district driving it or Petermann. The employee environment is much more positive.

Finally, the community has embraced Petermann as a partner and supporter. "The goal from the beginning was to be seamless between the district and Petermann," said Cluse. "That has happened. It's one team — the transportation employees are an extension of the Hudson City School District. Petermann treats the community families with the highest degree of customer service and represents the Hudson district very well!"

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Derek Cluse,  
Business Manager

*Call us  
today!*

