Tow America Provides Solutions that Give Visibilty to an Invisible Industry

www.TowAmericaTeam.com

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Tow America is Working for You

Acording to AAA, every six days a tow operator loses his life in the service of others. Another study showed that 36% of towing and recovery operator deaths involved accidents with roadway traffic, 16% of deaths occured when operators were struck by objects or equipment, and 14% of deaths were results of acts of violence. Data from the Bureau of Labor Statistics demonstrate that there are an estimated 1280 injuries a year in the industry, this represents 4.1% of the total workforce. These stark facts should be a clarion call for enhancements in safety and training to support towing and recovery first responders. It is from this starting point that Tow America is providing a suite of training and integration platforms designed to support operators and the companies that employ them. As such Tow America provides a credential-based bi-modal system that is focused on Operators and the Companies that support them.

What is the Tow America Network?

Tow America is a Network of Towing and Recovery Companies and Operators that use data and credential services designed to build better employees performance, better businesses operations, leading to a stronger industry. To do this, our affiliates provide information rich data from (services common indusrtry platforms). We then join their employees on a journey to document training and service into immutable Verifiable Credentials. Combining the two entities into one empowered dashboard ecosystem.

Why Credentials?

Drivers and operators amass a large number of skills and training opportunites in their careers. Yet, almost all simply have a printout of a certificate that represents their training. This current soluiton provies scant documentaiton of skills that they have acquired on the job and through their experiences. To remedy this, Tow America provides a Decentralized Identifier based TowWallet to Operators. This TowWallet is owned by the Operator and accessed through a cell phone based app. Inside this TowWallet Operators can store Verifiable Credentials as digital credentials that mark success in training with the largest trainers in the industry (such as completing an education course), can represent a self-asserted claim (such as documentation of a particularly complex recovery), and can represent key performance indicators (such as a $1m book of busines, or 1000 successful light recoveries without any accident or insurance claim).

Because of W3C-VC compliance, those credentials can be provided as immutable proof to employers, insurance agencies, or as a means to demonstrate legal levels of educational and performance proof in litigious situations. The TowWallet holds a lifetime of documentation and travels with an Operator no matter where they are employed. The TowWallet can be added to across time and is a continually supported resource.

Travis recently started work for one of his Uncles as a Towing and Recovery Operator. So far, he has learned a lot, but still gets pretty nervous as he is picking up cars, especially highway recoveries. He wants to ask for more training, but he knows that he can't afford to be out of the truck. He found an online training seminar, and is excited to learn more. His trainer will provide him a digital credential showing what he learned which he can then add to his TowWallet. Because his Uncle's company is a part of Tow America he is able to integrate the training into the dashboard and everyone has benefited from his experience.

Download theTowWallet

Value Proposition

Operators

-Get-

Ownership of Decentralized Identifiers

-That-

Hold Verifiable Credentials Documenting Education Training and Workplace Merits

-And Are-

Portable and owned by the Operator

-To Be-

Used to Support the Operator's Career Jouney

Owners

-Get-

Access to Tools that Support Valuable Decision Making

-That-

Are built from Credentials and Expressed in a Dashboard

-And Are-

Part of a network of Companies that can Leverage Service Opportunities to Maxamize Business Outputs

-To Be-

In a Class of Towing and Recovery Companies that are High Performing and who Have Used Data-Based Decisions To Drive Revenue and Ensure Safety Simultaneously
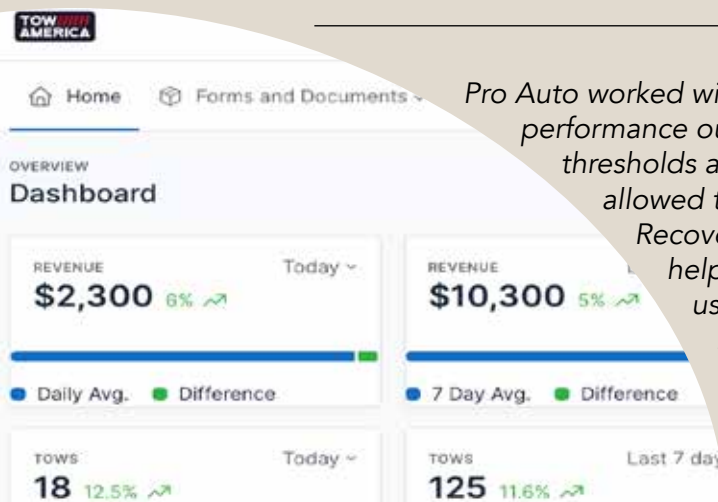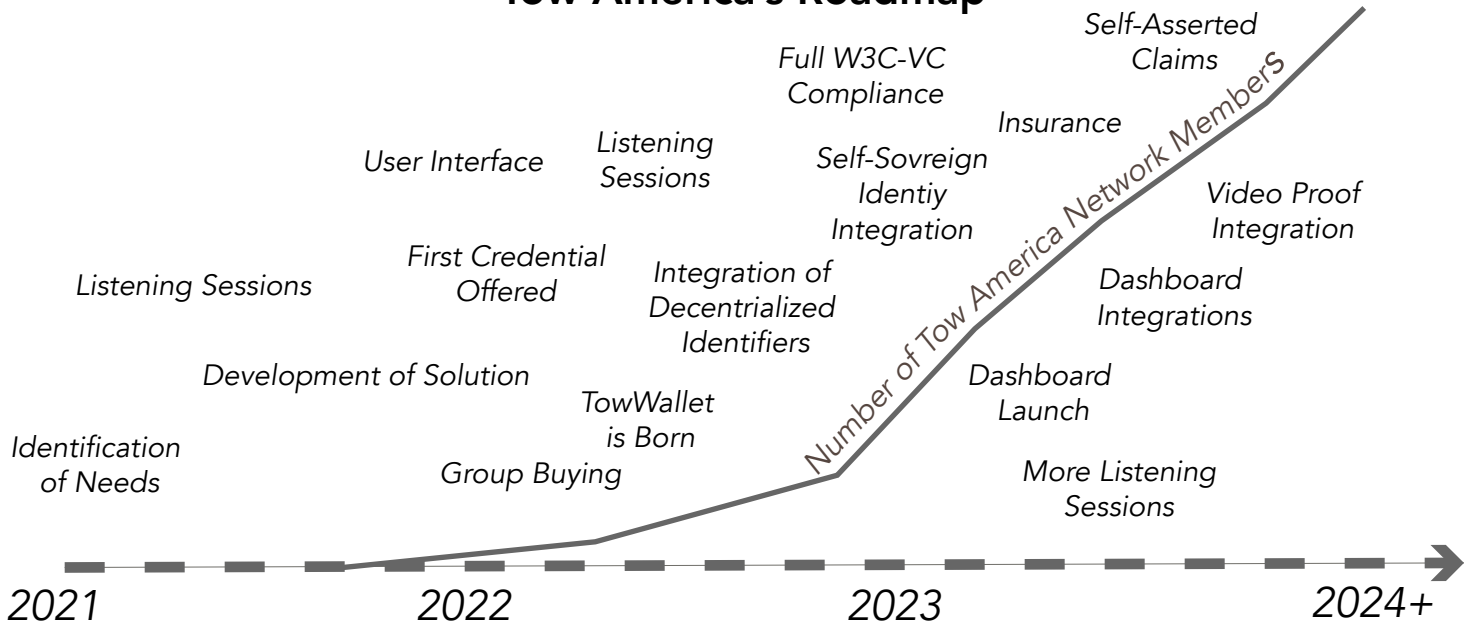
Why Business Operations?

Tow America was built by Towing and Recovery Business Owners to create a strong network of best practices and opportunities. As part of the network, Business are able to more accuratley measure the impact of thier operations, secure service contracts, and ensure that billing and fianancial considerations are leveled among industry experts and peers. Additionally, network members are able to take advantage of group purchasing power and leverage scaled solutions. Businesses will be able to consider asset procurement within the network and have access to a best of class dashboard solution. Currently in beta, is an insurance network solution that has been designed to provide transparency in insurance liabilites and will build decreased fianancial stress, further providing meaningful operational sectors for Businesses and Companies.

Why a Dashboard?

The Tow America Dashboard provides integrated feedback on operations within the company alongside perfomrance outomes from operators. It provides the users with updates on social aspects of employee business including reminders for work anniversaries and birthdays. Additionally, credential interfaces indicate the type of credential and role of the credential in the operator's normal flow of business. This allows for better tracking and routing from dispatch officers. Additionally, because the data in the dashboard is genuine to the business, companies can be sure that the decisions that they are making are immediately impactful.
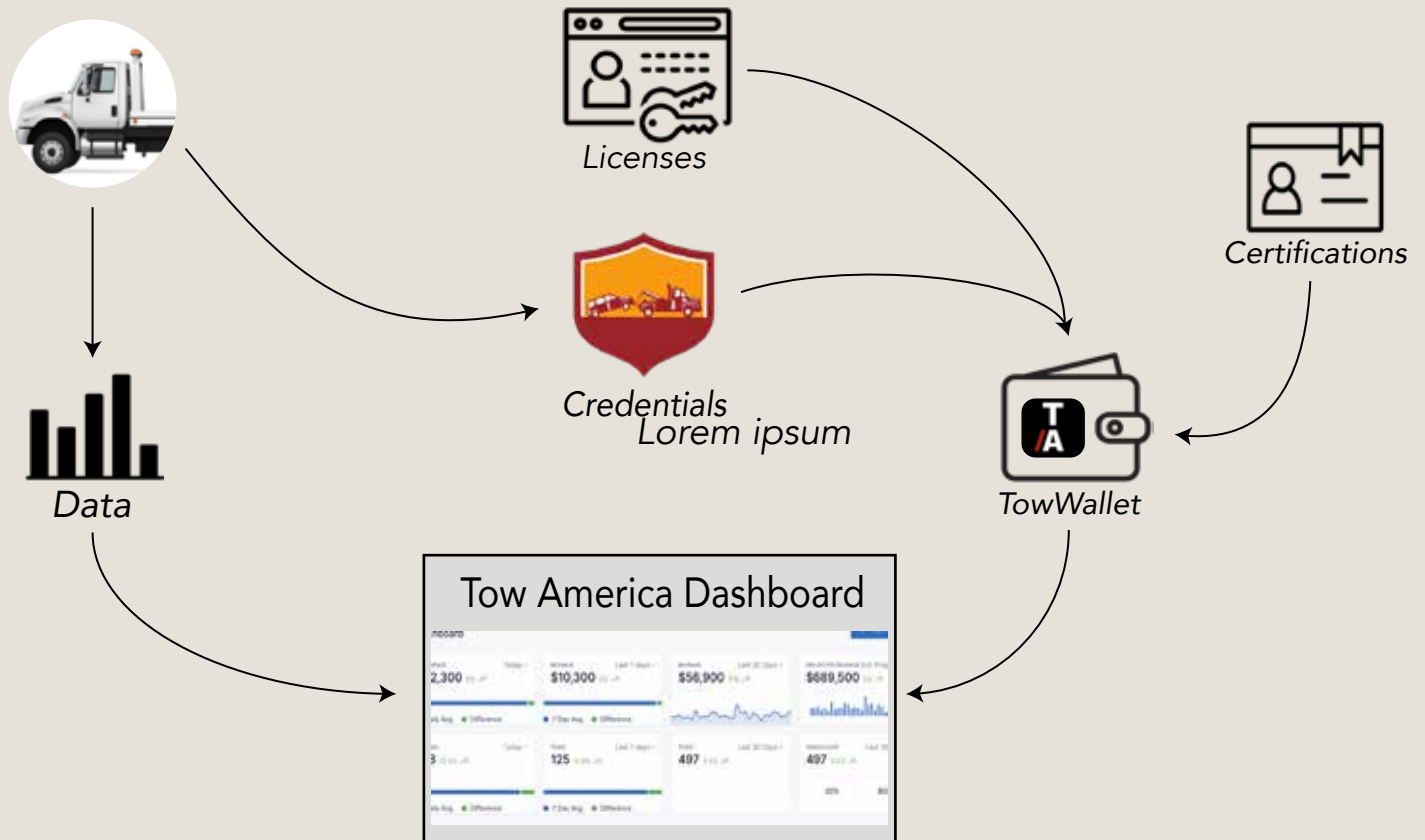
Further, heat map and suggestion based interfaces highlight when it is time to make a business decisions. As well, directly within the dashboard are opportunities to reward employees who meet performance metrics, or to help track commission rates. The dashboard is the place where buisness understanding crosses with action.

Tow America's Roadmap

2021   2022   2023   2024+

Pro Auto worked with Tow America and began to issue credentials for work performance outcomes. Specifically, they marked book of business thresholds and safety accomplishments. The impact of this model allowed them to consider use of comission status for Towing and Recovery Operators. This provided incentives for Operators and helped improve the company culture. Additionally, the company used relevant data metrics already captured in Tow Books and integrated them into the dashboard. The cross-section of credential ownership and real-time data provides a firm foundation for business decisions.

Towing and Recovery Businesses and Operators - Working Together

Licenses

Credentials
Lorem ipsum

Certifications

Data

TowWallet

Tow America Dashboard

For more information or for consultation on solutions please visit towamericateam.com or reach out to info@towamericateam.com (833) 869-2637.

CEO, Matt Ross is a human centered design expert and a multi-generation Towing and Recovery Business Owner. His portfolio of work includes advocacy for first responding operators, state reprensentation for policy change within the Towing and Recovery Industry, training provider, and has a degree in Economics from the Univeristy of Central Arkansas and a Masters degree in Collaborative Design from John Brown Univeristy. His lifetime of experiences provide context for the work of Tow America.

COO, Ted Mascaro is a finance executive and a licensed investigator that supports network members by seeking solutions to provide opportunities for their business needs. He has subtantial work experience in operational management, specializing in safety, training and security solution analysis including background checks and identity validation. These successful endeavors provide expertise in operational execution and member support.

Dr. Andrew Fisher is an education professional with expertise in Digital Credentials, Decentrialized Identifiers, Curriculum Development, and Instructional Pedagogy. His 20 years in higher education plus ownership of CredentialGateway position him to support Tow America and to power the user interface.

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