

Small Business Retail Company

Introduction

This case study of a small business retail company is based on a June 2016 survey of GreenRoad customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“With GreenRoad, you don’t have to choose between driver performance/safety solutions and MRM/telematics solutions because you get both in one system.”

“Thanks to GreenRoad’s overall safety score, we have been able to track and make things more competitive in a good way for the teams to keep their numbers as low as possible.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select GreenRoad:

- Purchasing drivers for selecting GreenRoad:
 - Improve driver safety
 - Reduce risk
 - Enhance customer comfort

Use Case

The key features and functionalities of GreenRoad that the surveyed company uses:

- Uses the following application(s) in conjunction with GreenRoad:
 - Fleet Administration Automation
 - In-Vehicle Video Monitoring

Results

The surveyed company achieved the following results with GreenRoad:

- Rated the following GreenRoad capabilities compared to the competition:
 - Performance: significantly better
 - Ease of use: best in class
 - Reliability: significantly better
 - Scalability: significantly better
 - Accuracy of Data: best in class
- Realized the following operational benefits following the deployment of GreenRoad:
 - Improved in-vehicle driver behavior
 - Improved driver retention and happiness
 - Improved live tracking and resource location
 - Improved customer satisfaction
- How GreenRoad has helped lower their overall costs:
 - Accurate reports and alerts
 - Faster and more efficient dispatching
 - Improved customer service and response time

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Retail

About GreenRoad

GreenRoad helps businesses run safer, more efficient and profitable fleets that tread more lightly on the planet. GreenRoad was founded in 2004 to apply advanced mathematic modeling and cutting-edge technology to the problem of accurately predicting and intercepting risky driving.

Our driver and fleet performance management solution engages drivers directly for meaningful, lasting behavior change. At the same time, fleet tracking, mapping and reporting help fleets optimize their daily and strategic operations.

Learn More:

[GreenRoad Technologies, Inc.](#)