GREENROAD

Small Business Transportation Services Company

Introduction

This case study of a small business transportation services 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.

> "The ability to monitor the operation of the vehicle by the driver at all times is a good tool to help improve their driving if required. The ability to review vehicle route for any queries (eg. accidents, timetable) is fantastic."

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
    - Reduce fuel costs
    - Reduce fleet wear and tear
    - Reduce idling times
    - 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:
    - Routing or dispatching software
    - HR

Results

The surveyed company achieved the following results with GreenRoad:

- Realized the following operational benefits following the deployment of GreenRoad:
    - Improved in-vehicle driver behavior
    - Lower fuel costs due to better driver performance
    - Increased driver and fleet visibility
    - Improved live tracking and resource location
- How GreenRoad has helped lower their overall costs:
    - Accurate reports and alerts
    - Complete visibility of their entire fleet's location
- Realized payback in 3-6 months with GreenRoad.

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:
Transportation Services

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.

Research by TechValidate

✔ Validated   Published: Jun. 27, 2016   TVID: 981-EB3-790