

# Bus King Ltd

## Introduction

This case study of Bus King Ltd is based on a June 2016 survey of GreenRoad customers by TechValidate, a 3rd-party research service.



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

“Greenroad has reduced our fuel bill by 5% and early indications are that our wear and tear maintenance costs have been reduced. The system has been fantastic when dealing with customer complaints regarding speeding and punctuality. I have confidence that by driving Green, our drivers are providing a safe and comfortable ride for our passengers.”

## 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 idling times
  - Enhance customer comfort

### Company Profile

Company:  
**Bus King Ltd**

Company Size:  
**Small Business**

Industry:  
**Transportation Services**

## Use Case

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

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

### 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.](#)

## Results

The surveyed company achieved the following results with GreenRoad:

- Evaluated the following other vendors before choosing GreenRoad:
  - Quartix
- Rated the following GreenRoad capabilities compared to the competition:
  - performance: best in class
  - ease of use: significantly better
  - scalability: significantly better
  - accuracy of Data: better
- Realized the following operational benefits following the deployment of GreenRoad:
  - Improved in-vehicle driver behavior
  - Lower fuel costs due to better driver performance
  - Lower fuel costs due to lower vehicle idling
  - Improved live tracking and resource location
- How GreenRoad has helped lower their overall costs:
  - Complete visibility of their entire fleet’s location
- Realized payback in 9-12 months with GreenRoad.