GREENROAD CASE STUDY

Small Business Food Company

Introduction

This case study of a small business food 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."

> "I am able to monitor my entire fleet at one time. Able to access demos to address driver behavior. Weekly generated reports can be shared with drivers to assist in correcting their driving behavior."

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 insurance costs
  - Reduce the number of accidents

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
  - Routing or dispatching software

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: significantly better
  - Reliability: significantly better
  - Scalability: significantly better
  - Accuracy of Data: significantly better
- Realized the following operational benefits following the deployment of GreenRoad:
  - Improved in-vehicle driver behavior
  - Increased driver and fleet visibility
  - Improved live tracking and resource location
  - Lower vehicle accident rates
- How GreenRoad has helped lower their overall costs:
  - Accurate reports and alerts
  - Complete visibility of their entire fleet's location

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:
Food

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.