

# Go Fresh

## Introduction

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This case study of Go Fresh is based on a September 2016 survey of Omnitracs customers by TechValidate, a 3rd-party research service.



“If driver accountability and reporting is your goal, definitely go for it.”

## Challenges

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Go Fresh realized they needed a telematics solution because:

- They didn't have accountability of drivers in the field.

They chose Roadnet Telematics over a competitor because of:

- Their reputation for outstanding products & success stories from other customers.

## Use Case

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Go Fresh utilizes the following key features and functionalities of Roadnet Telematics:

- Tracking speeding, idling, and harsh events
- Current and historical GPS information
- Driver, vehicle, and efficiency scorecards
- Actual vs. planned reporting

## Results

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Go Fresh agrees that Roadnet Telematics:

- Improved their drivers' safety

They see value / savings with Roadnet Telematics in the following ways:

- Reductions in fuel consumption
- Fewer phone calls to know where a driver is and when the delivery will be made

They believe Roadnet Telematics improved their operations by:

- Lowering fuel consumption
- Improving driver coaching
- Enhancing asset utilization
- Increasing driver accountability & efficiency

Go Fresh was able to reduce the following costly driver habits after implementing Roadnet Telematics:

- Harsh events, such as acceleration, braking, and cornering
- Off-route violations

### Company Profile

Company:  
**Go Fresh**

Company Size:  
**Medium Enterprise**

Industry:  
**Food**

### About Omnitracs

Omnitracs, LLC and its subsidiaries are the leading providers of fleet management, routing and predictive analytics solutions for private and for-hire fleets.

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