

Birchwood Transport

Introduction

This case study of Birchwood Transport is based on an April 2018 survey of SpeedGauge customers by TechValidate, a 3rd-party research service.

Challenges

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

- The maturity of their fleet's safety program is described as advanced. They have a variety of safety systems and processes in place but are always looking to improve.
- Reasons for adopting SpeedGauge into their fleet:
 - Speeding incidents and violations were too frequent
 - Safety scores were bad or needed improvement
 - A need for improved rural or private road speed monitoring

Use Case

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

- Reasons for purchasing SpeedGauge:
 - Quick implementation and setup
 - Detailed reporting capabilities
- SpeedGauge's most popular feature:
 - Accurate speed limit data

Results

The surveyed company achieved the following results with SpeedGauge:

- SpeedGauge helped to reduce the frequency of speeding incidents and violations in their fleet.
- SpeedGauge has helped improve their fleet's CSA safety scores.
- SpeedGauge has helped make their drivers more accountable for their own safety.
- SpeedGauge has enabled their fleet to get a return on investment (ROI).
- SpeedGauge has helped make their safety managers more effective at improving their fleet safety.

Company Profile

Company:
Birchwood Transport

Company Size:
Medium Enterprise

Industry:
Food

About SpeedGauge

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

Learn More:

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