

GreenRoad Wins Fleet Services Provider Of The Year At The Commercial Insurance Awards 2016

GreenRoad Named Leading provider of SaaS solution that improves fleet safety and efficiency

Austin, Texas, ([PRWEB](#)) March 11, 2016 -- GreenRoad, the leading provider of driver and fleet performance management solutions, announced today that it has been named Fleet Services Provider of the Year at the annual Commercial Insurance Awards 2016.

Judges were impressed by GreenRoad's outstanding achievements in improving fleet safety, reducing operating costs and increasing fuel efficiency with its SaaS based solution that focuses on changing driver behavior to create more efficient fleets.

Unlike the other global telematics providers considered for the award, GreenRoad focuses on the root cause of 90% of fleet related accidents – driver decisions – by giving drivers just-in-time feedback via an easy-to-use mobile or dashboard mounted display that alerts the driver when they demonstrate unsafe driving behavior.

By ingraining good driving habits on a daily basis, GreenRoad effects long-lasting, beneficial change in fleet performance, reducing accidents by up to 50%, accident-related costs by up to 70%, and lowering insurance premiums. So effective is the GreenRoad SaaS solution at reducing risky driving that several insurance companies and brokers are now working in partnership with GreenRoad, introducing the company to their customers who wish to improve their fleet and driver safety performance.

The award was presented at a ceremony in the Millennium Hotel in London. David Rodriguez, SVP of Marketing for GreenRoad said: "We are delighted to have won Fleet Provider of the Year at the Commercial Insurance Awards in recognition of the benefits our solution brings both to our customers and to their insurers." Mr. Rodriguez continues, "The proven power of GreenRoad to reduce the frequency and severity of accidents has clear benefits for insurance companies: the fewer the claims, the lower the payouts, the better the business. Our latest GreenRoad Mobile solution makes it easier than ever to implement the system across a fleet and mobile workforces to reduce risky driving on the roads. Drivers buy in to our approach because it empowers them to take charge of the change."

The GreenRoad mobile platform addresses real-time driver behavior and coaching, vehicle tracking, vehicle maintenance, hours of service and fuel usage optimization. It combines a flexible platform that allows customers to access core driver behavior analytics with GreenRoad's performance management experts who have extensive driver safety and fleet management experience.

About GreenRoad

GreenRoad is a global leader in fleet performance management solutions, helping organizations achieve greater productivity and improved safety and performance through real-time actionable data. GreenRoad's advanced technology and analytics help organizations of all types improve driver safety, increase operational efficiencies, and maintain corporate and regulatory compliance while reducing overall risk.

GreenRoad engages drivers directly to generate meaningful, lasting change through real-time, in-vehicle feedback and highly effective change management methodology. For more information, please visit www.greenroad.com, and follow GreenRoad on Twitter, @GreenRoadNews.



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