

CASE STUDY

# Easy-to-Use Platform and Reliable Data Translates to 93% User Adoption (and Growing)



Lo(ALLY OWNED & OPERATED

Liberty Coke's telematics troubles created a perfect storm. They needed to find a solution that could help them **proactively manage the business based on real-time data instead of rear-view-mirror management**. Liberty Coke chose IntelliShift over the incumbent telecommunications company.

Liberty Coke brings the "happiness of Coca-Cola" to businesses in PA, NY and NJ, and is an annual top performer in volume trends, sales and revenue.

**Client Since 2019**

**Industry:** Beverage Distribution

**Service Areas:** PA, NY, NJ

**Assets:** 1,100

Challenge	Goals
Complicated legacy system resulted in low organization-wide platform adoption and inaccurate data	Increase user adoption with an easy-to-use platform and accurate data
Rigid technology couldn't be configured to their needs	Connect operations within a configurable platform to improve efficiency and lower costs
Poor communication and assistance from existing vendor stalled progress and prevented problem resolution	A responsive, mutually beneficial vendor relationship with world-class customer support

**"More than anything else, what keeps me up is whether people are using the system's capabilities to help them be successful." - Gary Williams, Manager, Logistics Solutions**

## Life with IntelliShift

The Liberty Coke team knew the potential an integrated telematics solution could offer, but they needed to find the right alchemy. Liberty Coke launched a pilot program with IntelliShift to see if the new platform could change the negative perception of telematics. They also wanted to test the limits of IntelliShift's configurability to help Liberty Coke deliver on its promise to customers.

### Reliable data saved telematics

Liberty Coke's delivery drivers and trucks are the face of their brand to customers and are held to the highest safety standards. With frequent bogus high-speed alerts and unreliable data, their previous telematics provider had done more harm than good. Because the high-speed alerts couldn't be trusted, Liberty Coke couldn't tell if each new alert was a false reading or if the driver needed to be held accountable for unsafe driving.

After just 6 months, Liberty Coke has renewed confidence in the usefulness of telematics to their operations. With IntelliShift they've been able to deploy specific speeding policies that they are confident they can enforce organization-wide.

### Improved results across the business

As head of logistics, Gary Williams works with safety managers, fleet supervisors, distribution operations, the transportation group, finance and more. IntelliShift is a control center that helps him manage and share information with each group to influence better results such as productivity improvement, reducing breakdowns and downtime, maintenance costs, and tolls and citations.

### "Ridiculously easy to use"

"More than anything else, what keeps me up is whether people are using the system's capabilities to help them be successful," Gary said.

Users saw an immediate difference during the pilot: "It's so easy to find what I'm looking for." Gary echoed, "It's ridiculously easy to use. From an admin perspective, it's much simpler."

Extracting meaningful insights and data out of the system is easy. Configurable alerts help managers and users make in-the-moment decisions. The API and data download options help the finance team account for IFTA taxes, ticket validation, and payroll.

### Configurable enough to use in novel ways for your operations

Transportation supervisors use geofences to avoid tolls in NY and NJ so that dispatchers can provide alternate routes. They also use them to prevent tickets in cities like Manhattan. Real-time alerts help drivers avoid high-ticket areas and let them know if they have been in a particular area too long and need to move.

"Customer service is clearly a part of your culture. In a few instances where I knew the requests would be challenging, you exceeded my expectations by providing solutions for me."

- Gary Williams, Manager, Logistics Solutions

## Increased Compliance, Savings on Toll Spend and Work Hours



**93% user adoption**  
of IntelliShift



**2,600 hours saved**  
per facility per year by removing the need to file paper inspections



**54% improvement**  
in completion of pre-trip inspections



**\$70,000 in toll savings**  
with real-time geofence alerts  
(annualized)

## Contact IntelliShift

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