



Zendrive



BOOSTER

# Zendrive Case Study: Booster Fuels

## BUSINESS OVERVIEW

Booster Fuels is an on-demand fuel delivery service that delivers gas directly to their customers' parked vehicles. Through Booster Fuel's mobile app, customers are able to request gas delivery wherever they are. Booster Fuels matches local gas prices and uses the same high-quality fuel provided by traditional gas stations.

## KEY CHALLENGES

When you're in the business of driving over **three million gallons of gasoline, over 650,000 miles** on public roads, you make safety your number one priority. Booster Fuels does just that.

Driver safety sits atop Booster Fuel's "3 Pillars of Success," along with efficiency and quality support. Booster Fuels faces challenges that are typical to most fleets, including minimizing the number of collisions, reducing moving violations, and improving driver safety and engagement. Tracking the safety and driving status of multiple drivers during day and night shifts requires a data driven approach. Booster Fuels previously relied on vehicle tracking and Wi-Fi solutions to manage driver safety. Yet they found out that many of these were commercial products that could not scale with a fleet of this size.

In order to ensure quality driver safety and behavior, Booster Fuels required a solution specifically designed for fleet management, which would directly integrate with their existing driving app. They needed this product to be data-driven, and would enable individual driver feedback based on key safety metrics.

They sought a innovative and trusted technology partner that could track their drivers' whereabouts at all times, while being able to detect the risky behaviors (speeding, hard braking, etc.) which are the leading indicators of the likelihood of a collision.

*"Booster Fuels takes pride in our experienced drivers, each of which gets a thorough background and certification check. It is critical for us to uphold our quality standards. As our company grows, we need a telematics solution that will ensure the safety, reliability, and efficiency of our drivers."*



**TYLER RAUGH**  
Co-founder and VP of Operations

*"Zendrive's solution allows us a clear and accurate sense of how our drivers are performing based on data analysis. We can't always be in the field checking on each drivers and doing audits. Zendrive provides us with enough data so that we can make predictions on how drivers are driving. We then score our drivers and provide them with feedback on how to improve."*



**ALEX HIDALGO**  
Booster Fuels Fleets Operations

## ZENDRIVE SOLUTIONS

Booster Fuels immediately recognized the need to integrate a data-driven fleet management solution to ensure driver safety, efficiency and quality. After evaluating different options, Booster Fuels chose Zendrive based on its technology offerings. "Zendrive was compelling for Booster because we could instantly get insights into our driving patterns without installing additional hardware into our trucks. This enabled us to move quickly with our existing hardware and without an obtrusive device in the cabs of our trucks. Additionally, our ongoing partnership has been valuable as we have shared our industry learnings and received top-notch service and an improved product in return," said Tyler Raugh (Co-Founder and VP of Operations).

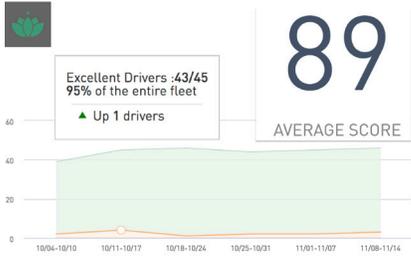
Zendrive's technology solutions are built specifically for companies managing a growing fleet. Zendrive's technology uses the sensors on a smartphone, measuring driver safety behaviors. Since its SDK can integrate directly into the Booster Fuel mobile app, which all drivers have running on an iPad mounted in their vehicle, the integration and deployment across the fleet was seamless.

Through this integration, executives and fleet managers are now able to measure how law abiding or aggressive drivers are during trips.

Zendrive also provides Booster Fuels with actionable insights on how each driver is doing, highlighting specific areas where each driver can be recognized for exemplary behavior or coached to reduce risky-behavior. With this, the fleet gets safer all the time.

Additionally, Zendrive's mapping data has helped Booster Fuels solve customer service issues. For instance, Booster Fuels can now track their drivers' locations to determine which driver should be held responsible for customer service issues reported at specific service points. "Booster Fuels takes pride in our experienced drivers, who undergo thorough background and certification checks prior to onboarding and rigorous training upon start. Safety is our number one priority. As our company grows, we need a telematics solution that will ensure the safety, reliability, and efficiency of our drivers," said Tyler Raugh, co-founder of Booster Fuels.

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## BREAKTHROUGH #1: Data Accuracy Results in Safer Drivers

Before deploying Zendrive, Booster Fuels was unable to accurately determine driver behavior and efficiency. Previous solutions only allowed Booster Fuels to track their vehicles, but they were unable to gain insights into driver behavior—a big blind spot, since 90% of collisions are due to human error.

Zendrive's mobile-based measurements are extremely accurate, enabling Booster Fuels to track their drivers with an in-depth analysis of every trip. Zendrive measures a wide variety of safety factors including phone use, speeding, hard braking, rapid accelerations, and other elements that can impact road safety. Between ongoing measurement and coaching, **Booster Fuel's drivers have consistently out-performed the national Zendrive average by 18 percent.**

*"The bar that the Booster Fuels team has set for safety is impressively high. The operations team is hyper focused on data analysis to enable continuous driver coaching. Booster Fuels' fleet management practices are helping make the world's roads safer."*



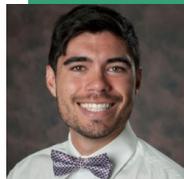
JONATHAN MATUS  
Zendrive CEO



## BREAKTHROUGH #2: Safety Scores Promote Better Driving Behavior

Since implementing Zendrive, Booster Fuels has been sending safety score snapshots to their fleet managers. Each fleet manager can view the daily safety score at the end of each driver's shift, providing instant feedback on their behavior. Not only does this feedback help drivers improve, Booster Fuel drivers have also become enthusiastic and competitive when it comes to safety. Booster Fuels has even taken this a step further by implementing a "safety score bonus" to recognize the safest drivers.

*"The daily safety scores and our new bonus system is one of the things I'm most excited about. We are now seeing drivers encourage one another and spend more time thinking about safe driving. This has also helped us build a company culture where we are able to look at metrics and make improvements to help our drivers become better."*



ALEX HIDALGO  
Booster Fuels Fleets  
Operations



## BREAKTHROUGH #3: Customer Service Issues Resolved Faster with Zendrive

Zendrive's Customer Success team works with the Booster Fuels team so that new feature requests are prioritized and any issues are resolved immediately. For example, the standard Zendrive Score includes a score for phone use subsequent distracted driving - but for a fleet using a mounted iPad, this element needed to be removed from the calculation for a more accurate score of each driver's trip.

As a rapidly growing company, Booster Fuels also created a custom fleet management dashboard to allow their executive team to monitor the performance of all drivers from one view. Zendrive's Customer Success team worked with Booster Fuels to integrate their drivers' performance metrics directly into their dashboard. This enables managers and executives to quickly find and mitigate risky driving behavior in near real time, before a collision occurs.

Zendrive's data accuracy has also helped Booster Fuels better resolve customer service issues. Through mapping data and other tracking features, Booster Fuels is able to accurately determine which drivers should be held responsible for reported customer service issues and which should be recognized for their good behavior.

*"Zendrive's customer success team have been very responsive and always eager to help. They've passed our suggestions onto the product engineering team and have actually implemented some of our suggestions. It's been a pleasure to work with them, they are the definition of what a good partner should be."*

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