

Azuga Fleet Customer Success Story

Sietsema Farms

Sietsema Farms is a family-owned network of farms that have dedicated themselves to animal welfare, environmental conservation and superior products for over 75 years. Based in Allendale, Michigan, the business achieved Azuga's Q4'16 "Top Fleet" award.

“ We chose Azuga because its solution was easiest to use, install and implement, helping us to become more efficient, increasing productivity and safety among our drivers. We're really happy we made the switch. ”

Eric Sietsema, CTO

azuga
TOP FLEET
Q4'16



Challenges

- ▶ Finding a fleet telematics solution that was **up-to-date** and **able to integrate** with the farms' current software and hardware.
- ▶ **Decreasing incidents** of hard braking and speeding among its fleet drivers.
- ▶ **Preventing** time card abuse.

Solutions

- ▶ Employed Azuga's fleet tracking solution, allowing the farm to **monitor drivers' day-to-day behaviors**, such as hard braking, sudden acceleration, speeding and hard cornering, as well as fueling events, idling events, entry/exit into geofences, speeding start/end times, and more.
- ▶ Implemented a **driver rewards program** that features complete driver transparency, comprehensive driver scorecards, and rewards for top drivers.

Results

Increased control, productivity

With real-time information from Azuga about feed deliveries and routes between farms, Sietsema operations are smooth and efficient, even during bad Michigan winters.

Decreased time card abuse

Farm dispatchers can monitor activities, stop times and locations to create more accurate driver timesheets.

Increased safe driving

Azuga's accurate, transparent, rewards-driven approach makes coaching conversations — and recognizing safe driving — much easier. Sietsema Farms realized significant decreases in speeding and hard braking in just 6 months.



“ The driver scores are great and make it easy to reward guys for the good things they do. We also have better coaching conversations. People are less defensive because we use the scores to review performance. ”