

LinkeDrive's PedalCoach Mobile App Boosts Fuel Efficiency & Driver Performance for Arrow Paper Corporation

Leaderboard Components of LinkeDrive's Pay-for-Performance Program Helps Foster Driver Satisfaction for Leading New England Supply Company

BOSTON, Mass. ([PRWEB](#)) February 03, 2016 -- [LinkeDrive, Inc.](#), a leading provider of mobile solutions for the transportation industry, today announced that [Arrow Paper Corporation](#) of Wilmington, Mass., has achieved a 10% increase in fuel savings and has improved the satisfaction levels of its drivers significantly by deploying [LinkeDrive's PedalCoach®](#) application in its truck cabs.

Founded in 1952, Arrow Paper Company is one of the Boston area's leading providers of food service products, hotel amenities, cleaning and maintenance, packaging and office supplies. The company takes tremendous measures to ensure the highest levels of satisfaction among its customers throughout New England.

Arrow Paper's fleet managers wanted to deploy an Android-based telematics solution in its truck cabs to reduce their fuel consumption, however the Local 25 Teamster's union that represents the company's drivers required that the technology include a pay-for-performance program that would compensate Arrow's drivers for good driving behavior. Arrow Paper found that LinkeDrive's PedalCoach application was the only solution that met both of these needs.

PedalCoach leverages LinkeDrive's cloud-based platform to provide real-time, adaptive feedback for improving fuel efficiency and safety. The solution's proprietary algorithms set a unique fueling target for each driver communicated in a simple red-yellow-green interface that allows drivers to earn "points" for achieving optimal behaviors and patterns. And the pay-for-performance capabilities included in PedalCoach enables drivers to be financially compensated on their ability to meet pre-established goals related to performance and safety. These pay-for-performance incentives are enabling Arrow Paper to increase the job satisfaction and performance of its drivers significantly.

"We take tremendous pride in providing our customers with outstanding products coupled with the highest levels of sales, service and support," said Scott Penna, president of Arrow Paper. "We also believe that in order to meet our goals of total customer satisfaction, we must ensure that our employees are happy and are challenged in the work that they do each day. LinkeDrive's PedalCoach is helping us to achieve up to a 19% increase in MPG on our trucks, while also providing incentives to our drivers for driving in a manner that saves fuel. By allowing both drivers and fleet managers to see their progress in real-time instead of through a review of spreadsheets at the end of their shifts, LinkeDrive's coaching and pay-for-performance capabilities encourage our drivers to perform to their best abilities."

"PedalCoach has made me a more engaged and positive driver," said Mike Scammon, a driver with Arrow Paper. "Similar in nature to how one may use a Fitbit device for tracking their exercise and weight loss, PedalCoach encourages me to drive within a range that saves fuel and increases efficiency. By following the screen's simple to read gauge, I am able to quickly achieve compensation for driving well. It's really setting up a win-win solution for everyone!"

"While there are several telematics systems on the market that focus on coaching and communicate driver performance back to the fleet managers, these antiquated systems don't provide drivers with insight on their

performance (and any incentives they may get from good driving) until they meet with their managers back at the office to review a spreadsheet of data. This can make for an awkward and sometimes heated conversation,” said Jeff Baer, president and CEO, LinkeDrive. “With PedalCoach’s patented cloud-based platform, both the driver and fleet managers are able to see driving and fuel-savings performance in real-time, so there are no surprises at the end of a driver’s long shift. With PedalCoach’s pay-for-performance capabilities, drivers are motivated to keep their gauges within the green, save fuel and understand beforehand how well they’ve performed.”

LinkeDrive’s PedalCoach application can be deployed on LinkeDrive’s Android device and also integrated easily on Android-based tablets installed within cabs. Installations take under 15-minutes per truck, allowing fleets and drivers to reap the rewards of LinkeDrive’s technology instantly. Fleets can securely access driver and truck analytics to track trends, compare drivers, assess differences in truck models, and evaluate regional and seasonal variances in performance.

About LinkeDrive, Inc.

Based in Boston, Mass., LinkeDrive is committed to helping trucking and logistics companies improve fuel efficiency, heighten safety, and increase the retention rates of their drivers. The company’s combined expertise in cloud-based, mobile technology and the trucking industry helps to deliver solutions that accurately measure, coach and report on vehicle dynamics, fuel usage and driver performance. For further information, please visit <http://www.linkedrive.com/>. Follow us on Facebook (<https://www.facebook.com/Linkedrive/>) and on Twitter [@LinkeDrive](#).



Contact Information

Peter Gorman

LinkeDrive, Inc.

<http://www.linkedrive.com/>

+1 617-669-4329

Online Web 2.0 Version

You can read the online version of this press release [here](#).