

## ELD PARTNER PROFILE

# Northgate Markets

Anaheim, CA

33 DRIVERS | 564 UNITS | 40 STORES | GROCERY STORE CHAIN  
4,500 EMPLOYEES | FAMILY OWNED

*“We really want to be known as a company that is safe and environmentally friendly. With J. J. Keller’s **Encompass**® fleet management system, we’re saving fuel, we’re saving paper, and we’re potentially saving lives.”*

— OSVALDO GONZÁLEZ, TRANSPORTATION MANAGER



When Miguel González, Sr. first came to the United States from Mexico in 1976, he wanted to buy a grocery store to make a better living and provide for his family. 35 years later, Northgate Markets has grown to 40 ethnic food stores in southern California. Today, Northgate Markets supports a progressive culture and continuously looks at processes to see where and how they can improve. Northgate Markets chose J. J. Keller’s **Encompass**® fleet management system to gain insight on driver and store behaviors and processes that could be made more efficient.

### OPERATIONAL EFFICIENCIES

“I see great things happening with J. J. Keller® ELogs and with our lean process improvements,” he said. “We are able to track where the delivery is at and eliminate double handling so the product is on the shelf with the least amount of touches as possible. We are able to maintain a good price range so our customer gets the benefit at the end of the day, which was my grandfather’s main idea for business: Keep the customer happy and give them what they want.”

“From a management standpoint, we look at the usual things like MPG, acceleration/ deceleration, and RPMs,” González said. “My favorite feature, however, is the geo-fencing and mapping functions. They give me real-time information such as how long a driver spends at a store and how long they must wait to load and unload. J. J. Keller’s **Encompass**® fleet management system has reports that show where our drivers are being held up, giving me the opportunity to improve our internal processes, which eliminates delays and gets the products on the shelf in a timely manner.”

“Most of our drivers are first-generation Americans, and their first language is Spanish,” said González. “Many are not computer savvy and we were concerned they would be frustrated. But the drivers accepted it, and now they love it. The **J. J. Keller Mobile**® logging app looks so much like the J. J. Keller® paper logs that it was easy for our drivers to grasp. We think it’s the most simple, user-friendly system. Plus it saves them time.”

With help from J. J. Keller’s onsite implementation team, Northgate Markets was able to get **Encompass** up and running in 30 days. Within 90 days they were able to improve fuel efficiency by one mile per gallon as part of identifying and reducing idle time. They also saw a marked reduction in hard braking events by using the **Encompass** to help identify and correct poor driving habits.

J. J. Keller’s **Encompass**® fleet management system, was a perfect fit for Northgate Markets:



### Tracking

MPG, accelerations/ deceleration, RPMs



### Mapping Function

With real-time information



### Driver Habits

Correcting poor driving habits



### User-Friendly

For employees across the company



### Onsite

Implementation for fast ROI



We’re proud to call Northgate Markets a compliance partner, and we celebrate Osvaldo’s success.

Where will you take your company?

[JJKeller.com/ELogs](http://JJKeller.com/ELogs) | 855-693-5338

