



How Argus Tracking Transformed Fleet Management for Ballance Agri-Nutrients



Ballance Agri-Nutrients is a leading agricultural cooperative. The business imports nutrients and manufactures a range of fertilisers designed to help farmers optimise their farming practices. It supplies hundreds of farms, delivering products and visiting clients across New Zealand.

The business has 800 staff members and a 240-strong fleet, which makes tracking drivers and vehicles a major task. With speeding infringements and driver fatigue on the rise, the Ballance team knew it needed to improve safety and change the way it managed the fleet.

That's where Argus Tracking comes in.

Cutting speeding infringements in half

Before Argus Tracking, Ballance Agri-Nutrients had little transparency over its fleet. A significant spike in speeding violations – up to 24 a year – was a sign that the business needed more oversight.

But it wasn't just about curbing speeding – the management team are aware of the system's potential to monitor fatigue issues surrounding long periods of the day spent behind the wheel and its future use is to be further considered. A representative from Ballance Agri-Nutrients explains:

“Our drivers spend long hours on the road. It wasn't just about speeding. Our goal has always been to keep them safe on the road.”

After looking into options, the team decided Argus Tracking would be the best solution for its fleet. Concerned about the stigma of GPS tracking software, Ballance was careful about the way it presented the change to drivers.

“I expected a lot of push-back from the drivers. We made sure to front-foot it with communication on why we're doing it – it wasn't about sitting in the office looking at what our drivers were up to” says the Ballance rep.

Accountability and improved safety

Argus Tracking uses GPS to relay real-time data on the vehicle's location, speed, and status to the Ballance Agri Nutrients fleet managers. This allows the team to monitor vehicle positions, optimise routes, and ensure drivers have enough breaks. With this information at their fingertips, they have successfully encouraged safer driving practices among fleet drivers.

"We've cut our speeding infringements in half since implementing Argus. It just goes to show – more accountability can create a positive shift in driver behaviour", says the representative.

The team doesn't want to stop there. The next goal? Cutting driving infringements in half again this year.

"It's still a work in progress, and there are other tools in the Argus suite we haven't fully tapped into yet that will help improve the safety culture even further."

Stopping thieves in their tracks

Argus Tracking not only enhances day-to-day fleet operations but also serves as a crucial tool in preventing and addressing security breaches. Because all vehicles are tracked and monitored, it's much more difficult for them to disappear.

The fleet management representative says

this unexpected benefit arose when two vehicles were stolen recently.

"Thanks to the Argus GPS tracking system, we were able to swiftly locate and recover the stolen vehicles."

Looking ahead to cost-saving opportunities

In New Zealand, many agricultural trucks are exempt from road-user charges (RUC) while off-roading. With Argus Tracking's RUC Collect feature, the team can now see accurate records of all off-road activity, helping secure these cost savings without manual paperwork.

"Before Argus, it was hard to prove exactly when our vehicles were driving off-road. The RUC Collect feature should save us money on diesel going forward."

A holistic view of drivers

Another Argus feature the Ballance team is excited to implement: Driver Reporting. With detailed reports on driver behaviour, including braking, acceleration and how well they follow planned routes, the management team can get a better overall picture of how drivers perform. This more holistic view will be a useful way to hone in on individual drivers and offer training where it's most helpful.

“It will help me give feedback and training where needed so the fleet runs smoothly and safely.”

The power of technology

Thanks to Argus Tracking, Ballance Agri-Nutrients has revolutionised its fleet operations. It has significantly reduced speeding incidents identified potential cost-saving opportunities, and even recovered stolen vehicles thanks to the tracking tech. The upcoming Driver Reporting feature is poised to provide even deeper insights.

The management team is happy with the outcome – and looking forward to further improvements down the line.

“Argus has a lot to do with improving our fleet management. I would recommend it for any businesses like ours.”



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0800 872 548
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