

D.G. Yuengling & Son Increases Field Productivity and Saves Employees Time by Partnering With Motus



- Founded in 1829 in Pottsville, PA: America's oldest brewery
- Family-owned and operated since inception
- Produces roughly 3 million barrels of beer every year

D.G. Yuengling & Son began the process of evaluating a new, cost-effective mileage reimbursement provider for its business. Ideally, this new provider needed a best-in-class mileage tracking application that would increase productivity and optimize performance for regionally-based sales reps. Ultimately, their team had to agree on the value of this new solution and the reasons why it was superior to their previous provider.

Challenges they faced

Yuengling's previous mileage reimbursement provider offered a mileage tracking app that they felt was inaccurate, didn't work well and resulted in excessive administrative tasks for sales reps. Yuengling knew it was time for a change, but they didn't want to disrupt the everyday life of sales reps and how they operated. The reps were already used to the functionality of the other mobile mileage tracking application, so implementing a completely new tool was concerning. Would the Motus App be accurate? Would it save reps time? Would it have strong battery life preservation? These were questions Yuengling had hoped Motus could answer.

Goals for their team

Their team needed a solution that would empower their Sales organization to do what they do best – sell a lot of beer at an efficient rate – without wasting time having to manually modify business mileage due to inaccurate tracking and poor GPS technology. They needed an easy-to-implement, easy-to-use, cost-effective solution.

Solutions for everyone

Motus offered an effective solution that integrated with Concur and provided visibility into field activity for managers. Best of all, it came fully equipped with GPS tracking accuracy that outmatched its previous provider.

“ **Pricing is competitive, the tool is effective**, GPS tracking is significantly better than our previous vendor, **continued support and relationship building** by the Motus team, and integration with Concur.

Value of the partnership

After about a year on the Motus program, Stephen reports, “Motus has enabled the sales team to focus on selling rather than entering mileage manually into a legacy system with ineffective GPS tracking. In addition, Motus integrates with Concur, facilitating a more automated procure-to-pay process. This integration has increased organizational visibility into the sales team’s travel, yielding a higher degree of accountability and confidence that mileage reimbursements are for approved business activities.”

Another benefit highlighted by Stephen was that “throughout the entire implementation and rollout process, the Motus Team was there every step of the way – and they certainly delivered on their promise. The tool is working as designed – our employees are out selling beer and not doing clerical work.”

Here’s what surveyed Yuengling users had to say about the Motus App:

 **92%**

said it’s either saved them a lot of time tracking and reporting their business mileage or allowed them to streamline activities and eliminate manual processes.

 **86%**

said it either records mileage with pinpoint accuracy, never misses trips, or is extremely easy to use.

“ Time savings. And from a management perspective, **great reporting capabilities** that have **helped save us money** and allowed our managers to help our sales folks **use their travel time more efficiently.**

“ The Motus App is **awesome.**

Increase productivity and keep your employees motivated with Motus.

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