Introducing a GPS fleet tracking system to employees is not always a smooth ride. They might be worried about this so-called ‘spy’ appearing on their dashboard. But you can get your employees fully on board with your plans by simply following these five steps to success…
1. EXPLAIN YOUR PLANS

Ahead of any move towards installation, arrange a meeting with your staff and explain your plans to introduce a GPS fleet tracking system. Some companies start on the wrong foot by beginning the process of installation before speaking to staff, which of course can spark immediate concerns.

By communicating your plans to the workforce as a whole you have the opportunity to limit the chance of negative rumours spreading and help deliver a consistent and accurate message across the entire organisation.

Resistance is often driven by misconceptions. Bear in mind that some people will be unfamiliar with the technology and will need a simple introduction that clarifies its purpose and how it works, focusing on facts instead of assumptions.

It might be helpful to show drivers a timeline for implementation and an example of how the system would work for a typical driver on an average day.
2. OUTLINE THE BUSINESS BENEFITS

Once staff understand the benefits of having such a system in place, they are more likely to support it.¹

The system enables the organisation to gain a more accurate insight into the movements of its fleet – including routes, distances covered, number of stops and schedules.

**With this information at hand, the organisation can improve its ability to:**

- Manage workload
- Gain greater efficiency
- Help reduce environmental impact
- Increase productivity
- Use of resources more effectively

This helps support a sustainable and successful future.

Many organisations that have implemented a tracking system have reported increased profits and most importantly a rise in positive feedback from customers.

3. HIGHLIGHT THE BENEFITS TO EMPLOYEES

Not only do employees benefit from being part of an efficient and competitive company, but there are individual advantages too. Many drivers find they have less paperwork to complete and fewer repeat visits to customers as a result of fewer errors or delays. What’s more, an accurate record of journeys can be useful in responding to areas of dispute, such as late arrival at a delivery point, a customer complaint or even involvement in a road accident. Additionally, the information drawn from the system can form the basis for specific driver training, helping individuals become more accomplished in their job.

Another advantage is that the introduction of GPS fleet tracking can help fleet managers organise scheduling more efficiently so that the workload is spread evenly across the workforce, making drivers less likely to complain of being unfairly burdened. Many organisations that have implemented a system like this report improvements in morale:

- Less paperwork
- Fewer repeat visits to customers
- Fewer delays
- Less unwanted overtime
- Proof against wrongful claims
- Fair distribution of workload
- Personalised training
4. CREATE INCENTIVES FOR GOOD DRIVING

One of the benefits of the GPS tracking system is that it recognises the strengths of good drivers. Thus, it not only contributes to enhanced delivery of services to customers but can also lead to efficiency savings.

For example, fuel wastage can be cut by reducing unnecessary engine idling and aggressive driving, as well as by optimising routes. Some companies establish a policy that rewards those who deliver such efficiencies, perhaps earning a percentage of the overall saving.

The important point is to ensure this policy is transparent, fair and consistently implemented.

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5. HOLD A Q&A SESSION

Openness and honesty can help cement the mutual trust required to make the most of a GPS fleet tracking system. Many companies find the rollout of such a system best when they facilitate a question-and-answer session with their employees as part of their introduction meeting.

This kind of interaction can also be extremely useful in determining how best to implement the system in a way that suits both the organisation and its employees, promoting a sense of collaboration and togetherness.

However, there could be some difficult questions so make sure you are prepared. For example, you might be asked why the company no longer trusts its drivers. In this case, emphasise that the aim is not to single anyone out but to better manage the fleet as a whole and identify areas for improvement.
IN SUMMARY

Taking the time to explain the introduction of GPS fleet tracking to your workforce can help drive better business performance.

Find out how your business can benefit from real-time performance visibility, detailed reports that lead to real cost reduction, more motivated employees and most importantly more satisfied customers by simply implementing the Fleetmatics GPS fleet tracking system.
Find out how you can better manage your drivers’ behaviour by implementing the Fleetmatics GPS fleet tracking system.

To find out how Fleetmatics REVEAL can quickly deliver a rapid return on investment for your business, visit www.fleetmatics.ie/reveal-demo or call 01 424 5441