

eBook

# 6 Benefits of GPS Fleet Tracking

For landscapers

verizon<sup>v</sup>  
connect



# Take back control

**When you're managing mobile crews, multiple jobs and a lot of equipment, it's easy to lose track of what's happening.**

A fleet tracking solution puts you in control and gives you tools and information that can help you improve productivity, minimize downtime and help your drivers operate safely while improving customer service.

**Read on to understand the top potential benefits a fleet management solution can offer landscaping companies.**



## Boost productivity. Cut costs.

After installing a fleet management system, most businesses see a 15% increase in productivity and a 25% drop in fuel use.<sup>1</sup>



**15% increase in productivity**



**25% decrease in fuel use**

<sup>1</sup>Source: "Benefits After Effective Deployment of Fleet Management System" Frost & Sullivan 2015.

# 1

## Improved productivity

**One of the many potential benefits a fleet management solution provides is full visibility into vehicle location.**

More than just dots on a map, a comprehensive solution provides insight into where your crews travel, how long they are stopped the routes they took to get to and from job sites.

By understanding where drivers travel and how long it takes them to get from point A to point B, companies can get more done.

- Improve productivity by having the right crews in the right place at the right time
- Dispatch to emergency jobs more quickly and efficiently
- Plan optimal routes to reduce drive time between jobs
- Monitor driver behavior and vehicle maintenance metrics that are crucial to keeping vehicles on the road and out of the garage



2



## Reduced fuel costs

Many fleet managers don't realize that fuel can quickly add up to be a company's largest fleet-related expense. A fleet tracking solution can help you keep an eye on fuel usage by monitoring idle times, calculating fuel efficiency per vehicle and uncovering any instances of fuel theft where personal vehicles are being filled up instead of company vehicles.

**Understanding how much money is spent on fuel can help you to develop best practices to reduce fuel usage and spend across your entire fleet.**

---

**“Access to data has helped us to more efficiently manage fuel usage, saving the company approximately \$2,000 a month in fuel.”**

Andy Felix, President, Tree Tech Inc.

**Read the case study >**

# 3

## Simplified maintenance

One of the many capabilities of a comprehensive fleet tracking solution is having the ability to automate vehicle maintenance reminders. This eliminates the need to rely on your crew members to tell you when a vehicle needs servicing.

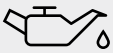
### Benefits of automated maintenance reminders can include:



Keeping vehicles healthy so they stay on the road longer



Receiving alerts for vehicles approaching scheduled maintenance or service events



Improving your budget planning for maintenance costs



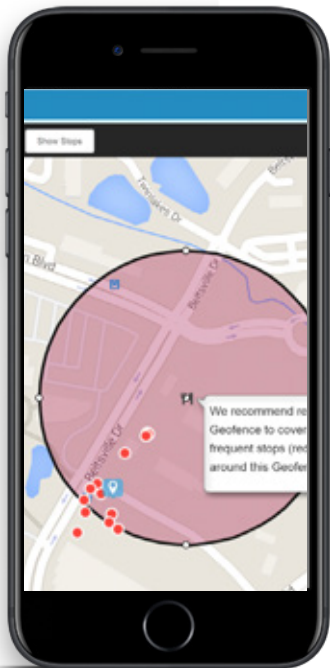


## Improved asset security

**A fleet tracking solution can help reduce the threat of vehicle and equipment theft and maximize the chance of recovery. It can help track the location of a vehicle, even when it is turned off.**

Geofences can be created to alert you if a vehicle or asset has moved at anytime, especially outside of normal working hours. This can help:

- Inform management and let the authorities know the vehicle's location
- Increase the chance of recovery
- Reduce downtime and lost productivity
- Decrease replacement costs
- Reduce insurance premiums



---

**Unauthorized vehicle use during off hours can cause vehicle damage, extra wear and tear, and wasted fuel.**





## Accurate billing and payroll

**Having a fleet tracking solution can help take the guess work out of accurately billing customers and calculating payroll for your employees.**

When it comes to billing, you want to make sure you are only charging your customers for their specific service – nothing more, nothing less. Using metrics like on-site arrival time and job duration will help you do exactly that.

Calculating payroll is often a manual process that requires a lot of time and patience. When it comes to paying your employees, you can't afford to get it wrong. Reports provided in a fleet management solution can help you determine when an employee's day started and how long they were at a job site, which can help ensure you're paying them the right amount of money for the right amount of time.

# 6

## Capital savings

**The improved maintenance record keeping and consistent alerts for preventive maintenance activities made possible by a fleet tracking solution can also help extend the life of a vehicle.**

If a company can get an extra year or two out of a vehicle by making sure it's kept healthy and in good shape, they will effectively put off purchasing additional vehicles, which helps minimize capital expenses.

Improved maintenance practices can also help maximize vehicle resale by providing maintenance history through detailed reporting and record keeping.

A fleet tracking solution can help keep historical information available for budgeting and cost analysis purposes.



# How can your company benefit?

**Businesses that take the initiative now to implement a fleet tracking solution can stay ahead of their competition. With a telematics solution, you will have the potential to reduce costs, increase productivity and improve customer service, and ultimately run a smarter business.**

**Schedule a free live demo of Reveal today.  
866.844.2235 | [verizonconnect.com](https://verizonconnect.com)**

