

eBook

What Fleet Managers (Really) Do

Discover how great fleet managers impact efficiency, productivity and safety for on-the-go businesses

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What is a fleet manager?

It seems like a straightforward question, but the truth is, fleet managers have evolving job duties that vary from business to business.

Generally, a fleet manager is in charge of maximizing efficiency, productivity and safety for a fleet's vehicles and drivers. They are typically responsible for ensuring vehicles are maintained and ready to use, and their company's drivers are being safe and compliant.

Small- to medium-sized businesses and large enterprise fleets can benefit from a fleet manager. They have unique insights into fuel use, vehicle maintenance, driver safety, federal and state regulations, and fleet expenses.

Keep in mind that:

1. The fleet manager wears many hats. They likely have multiple titles and duties rolled into one.
2. This person works with many critical employees across the business.
3. Their duties and title will differ depending on the industry, vehicle types and company size.



Fleet management may fall under the responsibility of these titles:



Risk Manager



Operations Manager



Service Manager



Safety & Compliance Director



Director of Facilities &
Fleet Operations



Owner or President





The must-have qualities in hiring a fleet manager

Fleet managers are critical to business success. They keep vehicles on the road and help keep drivers safe, all so a business can be profitable, efficient and customer-friendly.

Here's what will make a fleet manager successful:

- Has the technical knowledge relevant to the industry and keeps up with changes and trends
- Familiar with federal and state laws for vehicles and drivers, including Department of Transportation (DOT) regulations
- Knows the business' priorities and helps solve problems to improve the bottom line
- Understands vehicle maintenance and driver safety best practices
- Can handle multi-tasking and shifting priorities

“Fleet managers have access to greater quantities of, more accurate, and more timely data than fleet managers dared to dream of as little as 15 or 20 years ago.”





How they collaborate across the business

It takes a lot of people and skill to keep a fleet going. Here's how fleet managers work with everyone else in a business:



**Drivers/
Technicians**
Coach drivers on safe driving behaviors. Ensure they know how to handle a DOT safety inspection.



Dispatchers
Ensure all vehicles are at dispatchers' disposal for the day's work. Improve routing and deployment of vehicles and technicians.



**Business Owners
or Leaders**
Address compliance and insurance claims issues. Suggest ideas for improving business performance. Work on improving profitability by lowering expenses.



**Service Manager/
Mechanic**
Schedule and track vehicle maintenance. Anticipate vehicle downtime. Track vehicle sales and purchases.

“A great fleet professional is able to lead and coach not only the fleet team, but also drivers and multiple management levels... They are able to inspire a team toward a common purpose or vision.”

<http://www.businessfleet.com/blog/market-trends/story/2017/10/deciphering-the-dna-of-award-winning-fleet-professionals.aspx>



A day in the life of a fleet manager

What are some of the tasks they might encounter in their day?

- Handle urgent problems or crises, like a vehicle accident
- Attend or facilitate safe driving training with technicians
- Interview and hire new drivers and/or technicians
- Work with mechanics on vehicle maintenance and recall status
- Track vehicle warranties and coverage
- Discuss fleet costs with the business owner
- Develop hiring policies related to safe driving behavior
- Communicate new driving regulations to technicians
- Assist with recovering stolen vehicles

According to *Fleet Owner*, the trucking industry nears 100% driver turnover, meaning a fleet might replace all its drivers every year. A successful fleet manager can go a long way in keeping drivers engaged and satisfied—saving the immense cost of training and hiring new drivers.



Technology plays a critical role.

Being a fleet manager is tough. Here's how to empower your professionals for maximum impact.

Fleet management


- Monitor fuel spend
- Report on driver safety behaviors, like speeding, harsh braking and rapid acceleration
- Get alerts for vehicle maintenance, like oil changes or tire rotations
- Track driver and vehicle locations and routes
- Log vehicle status, including Driver Vehicle Inspection Reports (DVIRs)

Communication

- Configure automated email and text message alerts or reports
- Ensure drivers have appropriate in-vehicle tablets or mobile devices
- Oversee any needed technology integrations, like GPS tracking

HR/People management

- Keep track of drivers' licensing and drug testing
- Track personnel problems and resolutions
- Approve driver timesheets and checks



As technology shifts, *Automotive Fleet* describes the fluid nature of the fleet manager role: “To navigate the changes, fleet managers will need to draw on their diverse experience in areas like operations, sales, HR, finance, facilities and procurement.”

<http://www.automotive-fleet.com/channel/operations/article/story/2017/11/fleet-managers-rising-to-the-challenge-of-change.aspx>





Fleet management software cannot be ignored.

Even with the best employees, there could be gaps in your fleet management. Here's how a software solution from Verizon Connect can help fleet managers optimize their day – and the business.

Reduce fuel spend

- Cut down on idling with driver reports
- Reduce speeding speeding and other harsh driving behavior
- Optimize routes, so you're driving fewer miles

Improve driver safety

- Report on which drivers are driving harshly
- Coach your worst drivers
- Help reduce harsh braking and stopping/starting

Optimize routing

- Get more stops in during the day
- Plan better routes, so jobs are scheduled in an efficient order

Increase productivity

- See where vehicles and technicians are, so you don't have to call around
- View job status and avoid frequently calling drivers
- Easily dispatch to emergency jobs when you can see the nearest vehicle

Maintain vehicles

- Set up alerts for scheduled maintenance
- Improve driving behavior to cut down on wear and tear

Be compliant

- Add an electronic logging device (ELD) to meet hours of service compliance
- Track mileage for DOT and IFTA regulations, which could result in lower tax bills



Verizon Connect helps your fleet managers succeed.

Fleet and workforce management software give you the tools to make good business decisions. Monitoring your mobile workforce and vehicles for improved productivity and efficiency becomes manageable with our help.



Contact us for a free, live demo today to see how we can help at verizonconnect.com or call 866.844.2235.



“The year before we instituted Verizon Connect Reveal, we had 16 accidents totaling almost a million dollars in damages. Since Reveal, we’ve had two accidents.”

Rhett Wheeler, Operational Risk Manager at Bill Howe Plumbing

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