

eBook

10 Steps for Purchasing and Implementing a Fleet Management Solution

How to find and successfully
implement the right GPS fleet
tracking system

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Getting started

So, you're looking for a fleet technology solution. You want to promote safer driving behaviors, help optimize your routes and reduce gas usage, and also provide a better customer experience with quicker service and more accurate arrival times.

You might think that finding and buying a product is the most important part. While the discovery phase is important, equally significant to a smooth process is doing your pre-work and thinking through your implementation.

Let's take a look at the 10 steps you need to take for a successful purchase and operation of your fleet management software.



Phase 1: Pre-work

1. Establish goals

You want to identify and prioritize your goals for the system before you buy, including all the metrics you wish to track. Two or three short-term goals is a good place to start. For example, you might be looking to reduce gas usage. The metrics you might want to track include:

- Driver behaviors, like idling or speeding
- Gas spend by driver and vehicle, to ensure purchases are appropriate
- Routes used, to see if they are optimized

2. Do your research

Choose a provider that is willing to dive into the specifics of your fleet and what you hope to accomplish. Look for a system that offers an intuitive dashboard from a provider known for being user-friendly, innovative and reliable.

Technology is a big investment, so make sure the company is backed by responsive, knowledgeable account managers and customer care representatives.

3. Request a demo

A provider should be willing to demonstrate its system and walk you through the various features. These should include dashboards, reports, live maps, alerts and route replays, so you can see how to track vehicles and analyze data. Make sure they focus on demonstrating how the features you are most interested in will work once it is deployed to your entire fleet.

Ask for referrals. You want to talk with customers who have had both successes and failures with the systems you are considering, so you can get a full picture of the system's capabilities.



Phase 2: Staff discussion

4. Get buy-in from management

No matter how functional and dynamic a fleet management system is, if management and supervisors aren't on board, your implementation will suffer. Get everyone on the same page by helping them understand what you want the system to accomplish. Share your goals and show how the new system will help reach them. You should also outline the benefits that GPS fleet tracking will bring to your company's overall bottom line.

5. Get buy-in from your drivers

Getting buy-in from your drivers is a key element to ensuring a smooth and successful transition. Make sure to emphasize the impact the new system will have on customer service, including the ability to respond more quickly and to complete more jobs. Assure your drivers their safety and the company's reputation are your top priorities. Outline how the system will benefit drivers directly, like an incentivized driver safety program, if you plan to use one.

Use incentive programs to motivate drivers. You can offer monetary rewards, peer recognition, prizes or paid days off to encourage better driving behaviors, higher productivity or exceptional customer service.



Phase 3: Implementation and training

6. Schedule installation

Before you schedule your installation, prepare by gathering a full list of vehicles you wish to equip. Find a time that works best for you to reduce or eliminate any downtime. Your provider should accommodate your schedule to minimize the impact on your daily operations.

7. Coach for success

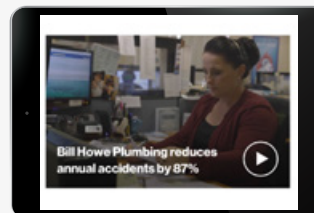
Fleet tracking technology is not a “set-it-and-forget-it” system. Coach your staff at all levels, including operations managers, dispatchers, and drivers, on how to access, analyze, and act on the insights the software provides. Provide ongoing training that keeps everyone on the same page and gets their questions answered in a timely fashion.

8. Make it fun

Drivers who are new to technology may have a negative reaction to implementation. Put a positive spin on things by rewarding drivers who show the most improvement. Set up driver scorecards to show employees how they measure up. Friendly competition gives a level of transparency and can help eliminate any stigmas that drivers may have.

“When we decided to go live, it took a lot of coordination, because we have 130 vehicles. We had four technicians come out, and they installed them in three days. They did all of the back-end stuff with inputting drivers, phone numbers, email addresses, which saved me quite a bit of time.”

– Rhett Wheeler, Operational Risk Manager at Bill Howe Plumbing



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video online >



Phase 4: Realizing benefits

9. Contact your insurance company

Did you know that your insurance provider (for fleets that aren't self-insured) may be willing to reduce the cost of coverage upon the installation of fleet telematics? Once you have your system up and running, it is worth making a few calls to see whether yours is one of them. At the very least, your insurance provider should be able to tell you how fewer speeding tickets or collisions may affect your rates in the future.

10. Focus on your customers

Keep in mind the impact of implementation has on your customers. Every customer should appreciate improved responsiveness and accuracy of arrival times, more effective scheduling and streamlined documentation.

Now that you have taken a major step toward improving your fleet's efficiency, be sure to promote your investment among existing and prospective customers. Let them know how the new system will improve your customer service.



64%

64% of consumers said they expect companies to respond to and interact with them in real time. A fleet management solution can help you respond to customer calls more quickly.¹



Let us help

Still in your research phase or looking to switch providers? Verizon Connect can help answer your questions about fleet management software and demonstrate how our system's features can help move your business forward.



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