

2018 Fleet Tracking Trends Report

An analysis of GPS fleet management usage
and its impact on the industry

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How does technology impact the fleet industry?

Leading fleet and industry professionals shed light on that question in this benchmark survey of more than 800 U.S. fleet managers, executives and other fleet professionals. Their responses indicate that GPS management systems are being embraced nationwide for improved customer service, increased productivity and better routing.

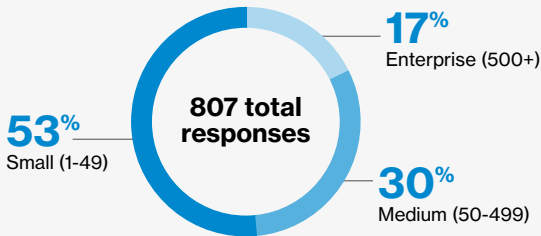
It's no wonder 74% of respondents call GPS fleet management systems extremely or very beneficial – 38% realized a positive ROI in less than a year. The results of this survey illustrate proven benefits across multiple KPIs and indicate a true competitive advantage for fleets that use the technology to improve productivity, decrease costs and even boost customer service.

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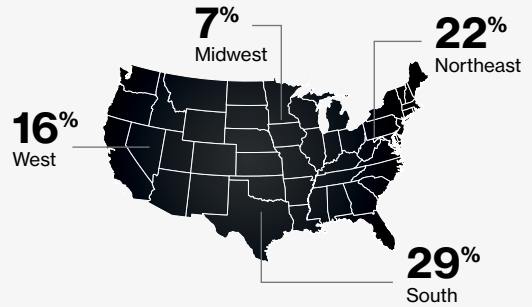


Who responded to the study?

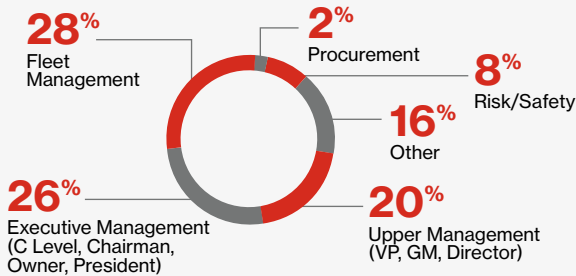
Respondents by fleet size:



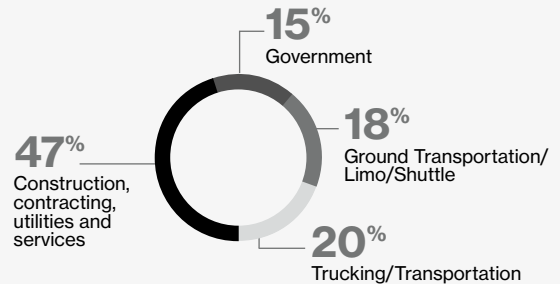
Responding fleet headquarters by region:



Respondents by job function:

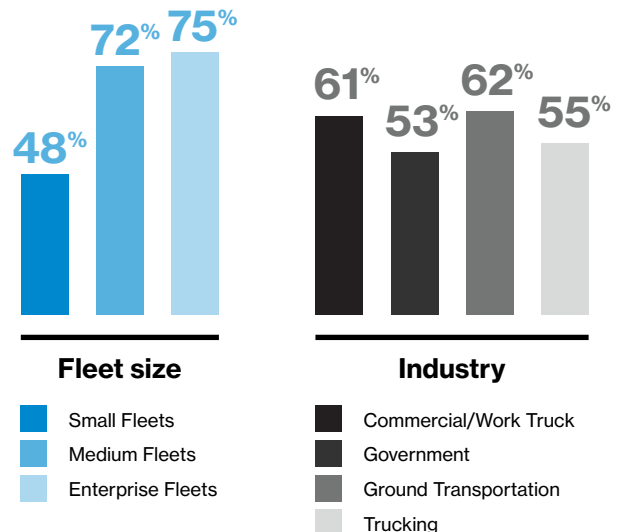


Respondents by industry:



Who uses GPS fleet management systems?

59% of all respondents currently use a telematics solution, with large fleets and ground transportation leading the way.

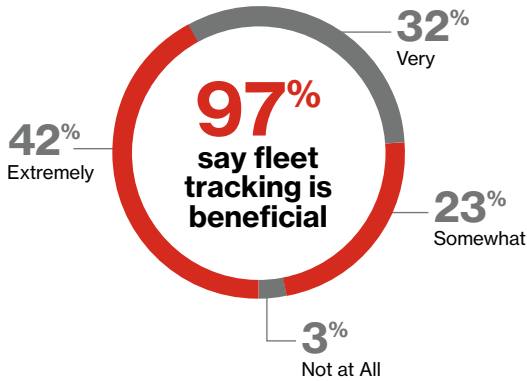
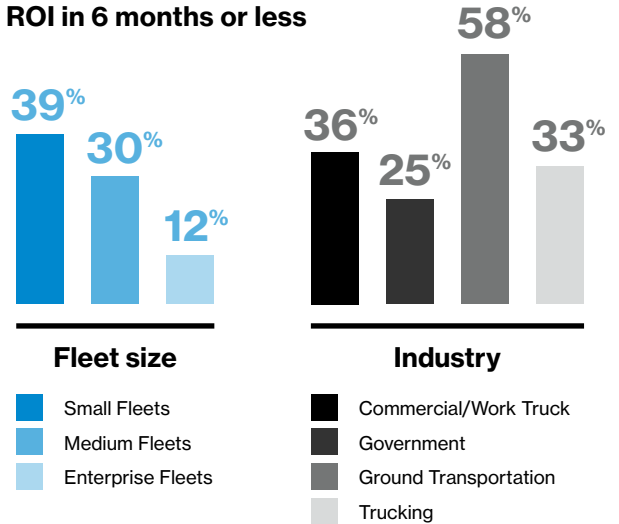


Methodology: An email invitation to participate in an online survey was sent to those in the Automotive Fleet, Work Truck, Government Fleet, Fleet Financials, Business Fleet, LCT (Luxury Coach and Transportation) and HDT (Heavy Duty Trucking) magazine and online subscriber databases. As an incentive, a \$15 Amazon gift card was offered to the first 150 respondents who qualified and completed the survey. A total of 807 responses (491 completed and 316 partially completed surveys) were collected between December 14, 2017 and January 5, 2018.

The payoff of fleet tracking systems

Survey respondents report rapid ROI on fleet tracking systems, with 38% of all participants reporting positive ROI in less than a year. And their impact reaches beyond the bottom line, addressing gaps in mobile operations, boosting productivity and trimming labor cost. No wonder 97% of users say a fleet tracking solution is beneficial, with 74% calling it “extremely” or “very” beneficial.

ROI in 6 months or less



Top goals achieved after implementation:

52%
Improved Customer Service

38%
ELD/ Regulatory Compliance

49%
Improved Productivity

34%
Decrease in Fuel Consumption

48%
Improved Routing

22%
Decrease in Accidents

40%
Improved Vehicle Maintenance

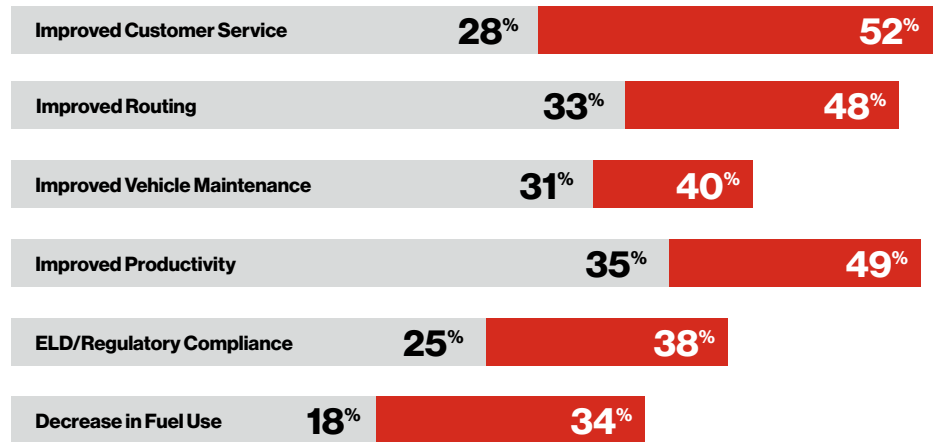
12%
Decrease in Labor Costs

Benefits exceed expectations

How do the goals achieved by current users of GPS fleet tracking solutions match up with the expectations of those who have not yet tried these solutions?

Expectations about implementing GPS Fleet Tracking

Goals actually achieved after implementing GPS Fleet Tracking

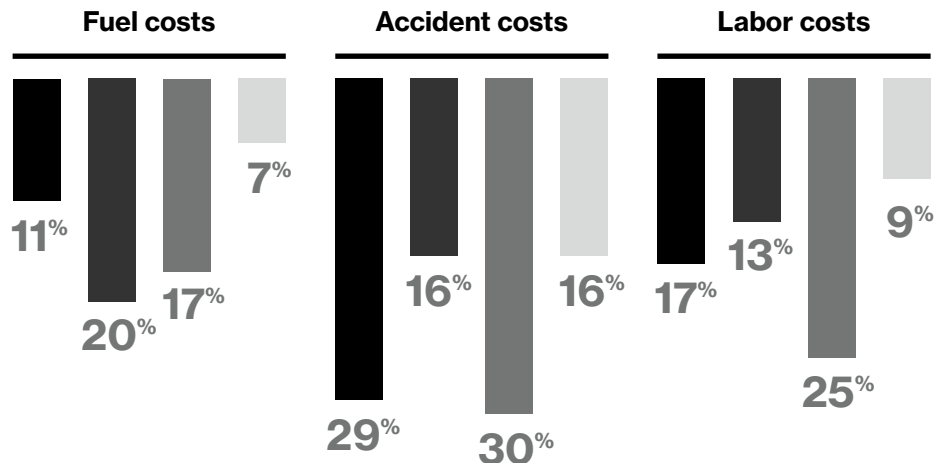


The bottom line

Here's how respondents said GPS fleet management lowered costs.

Average decreases by industry:

- Commercial/Work Truck
- Government
- Ground Transportation
- Trucking



What matters in a provider?

Regardless of fleet size, here's what fleet professionals value as extremely important when selecting a GPS tracking provider:

- 84%** Ease of Use
- 78%** Service Coverage
- 75%** Monthly Fees
- 70%** Customer Service
- 68%** Software Features
- 68%** Return on Investment
- 62%** Up-front Cost



No time like the present

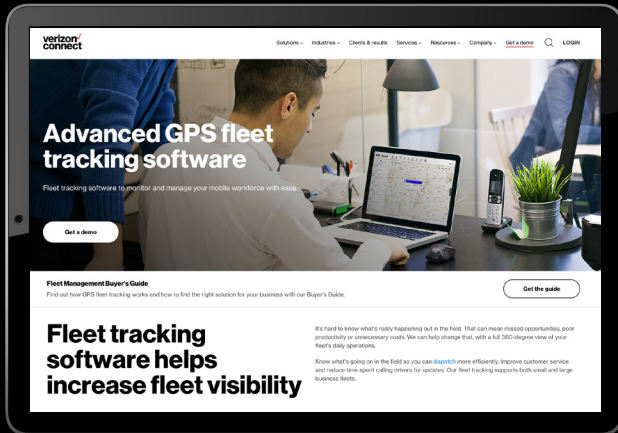
Industry professionals have spoken, and the data is clear. The results of this study underscore the value of implementing a GPS fleet management system – now.

The longer you wait, the longer you miss out on potential productivity gains, business improvements and cost savings – and the greater lead your competitors will have.

Modern telematics solutions have proven their ability to provide visibility, improve productivity, lower operational costs and drive rapid positive ROI. Hitch your company to the technological revolution that's transforming the industry – choose the GPS fleet management provider that best fits your operation today.

About Verizon Connect

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Connect your fleet. Call 866.844.2235 or visit verizonconnect.com to learn about our powerful, easy-to-use fleet solutions for businesses of all sizes.

