

eBook

5 Signs You're Ready for Vehicle Tracking

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Success should never feel like a burden.

But for a small- to medium-sized business owner, it can become increasingly difficult to manage your vehicles and keep your drivers safe as your business grows.

GPS fleet tracking can help you manage – and even accelerate – the growth of your business by tracking your vehicles and delivering the information you need to increase productivity, reduce operating costs and improve driving behavior.

Selecting the right solution for your business is critical to helping you get the results you want based on the goals you have set.

Read on for five key signs to determine if it's time to add telematics to your business toolbox.



1

You're experiencing safety issues like violations and accidents.

You want your drivers to work and move quickly and efficiently, but you also want them to be safe, both on and off the road.

As your business expands, adding drivers and vehicles means multiplying the chances of unsafe driving practices. You can – and should – hold regular safety meetings to reinforce safe driving techniques, but there's more you can do than crossing your fingers and hoping for the best.

Speeding tickets, for example, are an obvious red flag, indicating a possible risky driver. Every accident, however minor, endangers your drivers and the motorists and pedestrians around them.

Both can affect the bottom line, whether through insurance claims or rising premiums, liability exposure, and even negative publicity. Your GPS fleet tracking solution can help you get ahead of major events and their consequences by producing reports on individual drivers and alerting you whenever a speeding, hard braking, harsh cornering or sudden acceleration event occurs.

Armed with this information, you can tailor your safety program to the real-world problems your drivers are facing. The data will also help coach individual drivers back to healthy driving habits, which helps keep your money where you need it most – with the business.



2

You need to reduce vehicle-related operating expenses.

As your fleet grows, the expenses of managing it will grow as well.

Each vehicle and driver you add will increase your operating costs, but there is good news. As you grow the fleet, with the right solution in place, you can actually help bring down the total costs of operating your vehicles.



GPS fleet tracking can help small businesses save money by:

- Allowing you to improve routes, so drivers aren't going out of their way, adding miles and unnecessarily increasing fuel costs.
- Controlling unauthorized vehicle use, especially during business hours. As your fleet grows, the extra expenses and wear and tear start to add up fast.
- Helping you monitor fuel consumption by eliminating fuel card abuse and fuel-wasting behavior.

3

You suspect misuse or abuse of your vehicles or equipment.

GPS fleet tracking gives you the data you need to reward your safest and most productive drivers.

Encourage friendly competition with incentives to motivate and recognize those who follow the rules.

By using the data to reward rather than just punish drivers, you can debunk the “Big Brother” aspect of GPS fleet tracking while curbing unsafe behavior and misuse of company assets.

As an owner, you probably know each individual driver personally and you would never assume the worst about them.

However, as your fleet grows, it can get harder to have daily interactions with each employee that makes it easier for cases of misuse and abuse to fall under your radar.

GPS fleet tracking enables you to track each vehicle and establish geographic boundaries, called “geofences,” which trigger an alert when a vehicle or piece of equipment leaves the approved area.



4

Your customers expect high-quality service.

As your fleet grows, it becomes more important – and challenging – to keep track of your drivers and keep them on schedule.

Be prepared to respond effectively and quickly to any claims that your drivers arrived late, left early or drove too fast by keeping all this data at your fingertips.

GPS fleet tracking reports offer detailed information that will help you verify or disprove claims, respond to customer concerns, and coach drivers.

If your drivers know you have their backs and will go to bat for them if a customer makes a false claim, they are going to be far more willing to go above and beyond for your company.

You can also use your GPS fleet tracking data to promote your business to potential clients.

For example, when you can prove with hard data that your drivers are on time 100% of the time or spend an average of 30 minutes with every customer, you build a reputation for excellence before you even do the work.



GPS fleet tracking will help you find the best practices of your entire fleet and capitalize on them in client-facing communications.

Your growing business and your drivers all deserve robust, easy-to-use technology that drives your business forward and benefits your customers.

As your business grows, be sure you have the systems in place to keep your business successful well into the future.

GPS fleet tracking helps you get more done, cut down on costs, improve driving behavior and ultimately provide better service to your customers.

5

You're adding vehicles.

The more vehicles you operate, the more challenging it is to monitor the location and operation of each vehicle.

When you just have one or two drivers, it's easy enough to call them directly to get their location.

As your business expands, the ability to visualize your entire fleet without having to contact individual drivers, sometimes multiple times, becomes as crucial as it is difficult.

GPS fleet tracking lets you pinpoint the exact location of every vehicle at any point in time, helping you respond quickly to customers by dispatching the right driver when a call comes in and get drivers to and from job sites quickly.

This technology also helps you monitor vehicle health.

With GPS fleet tracking, rather than assuming everything is working correctly or waiting until a minor problem becomes a major one, you can set up alerts to let you know when regular maintenance or service checks are due.



Staying on top of vehicle maintenance allows you to address issues when they are still relatively inexpensive and easy to remedy, helping you reduce downtime and wear and tear on your fleet.

Get the visibility and flexibility you need with Verizon Connect.

“We have significantly reduced mishaps with the vehicles, we have finally been able to control gas consumption...we have been able to better schedule dispatches.”

— Armando Rivera,
IT Professional at CISI,
a construction contractor



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