



Get the Most Out of GPS Tracking
**BY COMMUNICATING THE BENEFITS
TO YOUR DRIVERS**



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GPS tracking is not about monitoring a driver's every move; it's about controlling costs, improving productivity, and making everyone's jobs safer, easier and more efficient.

If you're considering a GPS vehicle tracking system for your business or public agency fleet, you probably know it's a powerful tool for controlling costs and improving fleet productivity. Yet, despite the many potential benefits, you may worry about a backlash from drivers who don't understand the advantages of these systems.

Installing a fleet management system represents a major change for most organizations, and your staff will likely have concerns about how it will impact their jobs. Drivers may wonder how continual tracking of their vehicles' performance will affect their day-to-day work. They may also worry that it will create a "Big Brother" environment where management can invade their privacy and micro-manage their behavior down to the smallest detail.

You may have some concerns of your own as well. For example, if you employ family members or trusted friends as drivers, would they consider GPS tracking as a tool for spying on them? If you allow personal use of company vehicles as a perk to employees, would they worry about you looking over their shoulder every time they get behind the wheel? Or, if you operate a public sector fleet, you may have to deal with union representatives who mistakenly view a telematics solution as a threat to their constituents' jobs.

Fortunately, these concerns can be easily overcome by communicating the many driver benefits of a wireless fleet management system. It does provide reliable vehicle tracking capabilities, but it's not about monitoring employees' every move. The real value comes from using GPS tracking to reduce operating costs, improve productivity, and make everyone's jobs safer, easier and more efficient. In fact, once drivers and field employees gain experience with GPS tracking, they usually come to depend on it for important information, roadside assistance, verification of work performed on time, and many other aspects of their jobs. When you communicate this important message, and give drivers a chance to experience the benefits of GPS tracking firsthand, most will consider it a positive rather than a negative.

GET YOUR STAFF ON BOARD

To reap the full benefits of a telematics solution, your employees must do more than grudgingly accept GPS tracking as an unwanted management mandate. Rather, they must willingly support it, working with you and your managers to integrate it into their daily job routines. To help your drivers get past their concerns:

- Provide an overview of how the system works and how it will benefit employees as well as the business. For example, explain how GPS tracking can eliminate time-consuming paperwork and provide additional security for both drivers and cargo while on the road.
- Get employees involved in the implementation and use of GPS tracking. Use the product's web-based training tools to teach drivers how to use the system and bring them up to speed as quickly as possible.
- Provide actual examples of how GPS tracking directly benefits employees. This can include everything from reducing workload and sending assistance when vehicles break down in remote areas, to exonerating drivers from false claims and recovering stolen vehicles.

Conclude your overview by emphasizing that GPS vehicle tracking is not just a management tool; it's a resource everyone can use to improve their performance and help the business grow. And when the business grows, it can lead to more opportunities for employees, such as job security, better pay, and room for advancement.

Drivers are far more likely to buy into a telematics solution when you communicate the benefits of the system to both the drivers and to the company.

ENHANCE DRIVER SAFETY

Explaining how GPS tracking can make jobs safer will also help your drivers adopt a positive attitude towards the system. Specifically, GPS tracking can help to:

- **Protect drivers in remote areas.** If one of your drivers gets lost or suffers a breakdown in a remote location with no street signs or addresses, GPS tracking can instantly pinpoint the vehicle's precise location, allowing you to send assistance immediately.
- **Respond more quickly to emergencies.** Suppose a driver has an accident during a severe storm or in rugged terrain and ends up off the road, out of view. GPS mapping technology can help emergency responders locate the vehicle and provide assistance.
- **Recover stolen vehicles.** If a truck or van gets stolen, you can use GPS tracking to send the vehicle's location to the local police, who can often recover the vehicle in a very short period of time. Reducing vehicle theft can help save on replacement costs. When combined with other safety enhancements designed to reduce speeding incidents and accidents, it can potentially lower insurance premiums while helping to protect drivers.
- **Exonerate drivers from blame.** Drivers sometimes get accused of speeding, reckless driving, or causing an accident even when they are nowhere near the site of the incident. With GPS tracking, you can provide speed, location and other information to defend your drivers against these types of false claims.

GPS tracking can even help defend drivers in customer disputes. If customers complain that a delivery arrived late or a service technician over-billed for their time, GPS tracking can help resolve the situation by indicating exactly when the vehicle arrived and verifying how long it stayed at the location.

IMPROVE DRIVER PRODUCTIVITY

Remind drivers that GPS tracking is about making them more productive in the field. With GPS tracking, drivers can:

- **Eliminate time-consuming paperwork and manual processes.** For example, remote engine diagnostics can automatically relay odometer information so that drivers no longer have to keep manual mileage logs.
- **Get to customers/jobs faster.** Dispatchers can easily identify and reroute the closest available vehicle to a new job request, reducing customer response times and improving driver productivity.
- **Reduce vehicle down time.** Engine diagnostic trouble codes and maintenance alerts help reduce the risk of roadside breakdowns and keep drivers on the job rather than waiting for their vehicles to be repaired.

Fleet management systems also include robust reporting capabilities that provide detailed information regarding miles traveled, number of trips, engine performance data, and more. With this data, you can optimize routing and dispatching to cut down on driver time behind the wheel and further improve productivity.

REWARD GOOD PERFORMANCE

Drivers are far more likely to embrace the system when you emphasize the positive aspects. Start by establishing clear company policies so that employees understand how GPS tracking will be used to measure their performance. Then explain that the data obtained from the system will be used as a training tool to reduce costs, improve driving habits, and increase driver safety. Make it clear that drivers who fail to comply with company policies will be held accountable for their behavior. However, your primary focus should be on rewarding employees for developing good habits and working more productively.

For example, if speeding is a problem with your fleet, set clear policies regarding acceptable speed limits and policies pertaining to drivers who regularly violate them. At the same time, set up a process to reward those drivers who comply with the policies. In cases where excessive idling is driving up fuel and maintenance costs, you can set specific goals for reducing idling, monitor results by vehicle, and reward those drivers who meet or exceed the goals.

Rewards can come in many different forms, including bonuses, gift cards, time off, or other perks. It also helps to hold company recognition events to publicly recognize drivers who achieve the desired performance levels.

GPS vehicle tracking is more than just a management tool; it's a resource everyone can use to improve their performance and help the business grow.

One of the real strengths of a GPS vehicle tracking system is its ability to improve driver safety.

GPS tracking provides the data you need to hold drivers accountable. However the primary focus should be on rewarding employees for improving on-the-job performance.

When the business grows with the help of wireless vehicle tracking, it can lead to job security, better pay, and more opportunities for drivers.

GPS data can also be used to create contests that motivate drivers to improve performance and achieve company goals. For example, to lower fuel costs, one company awarded a game console to the driver with the best idling record at the end of the year. By posting the results each week, it became a competition that led to significantly reduced idling throughout the fleet and good camaraderie among the drivers.

THE VERIZON NETWORKFLEET SOLUTION

The Networkfleet telematics solution helps you control costs, automate and streamline processes to avoid wasting time and money, and utilize your people and your vehicles more effectively. The result is a leaner, more efficient fleet that helps improve your business and your bottom line. Moreover, when drivers spend less time driving to a job or customer site and more time doing the work at the destination, it increases customer satisfaction. This can lead to new business through word of mouth and referrals, which means more work for your business and your drivers.

However, these results can't be achieved without the cooperation and support of your drivers. Being open and honest with employees about your intent to increase company profitability by implementing GPS tracking will help gain their trust. Simply explain how a fleet management system will benefit them as well as the company. Then set goals for improvement, thoroughly train your drivers on how to achieve them, and reward them when they do. When you have a GPS system like Networkfleet and a team of drivers that understands how to use it, everyone benefits.

To learn more about how our GPS fleet management solution can help you utilize your vehicles and fleet resources more efficiently, please refer to the Contact Us information listed.

CONTACT US

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