



Use GPS Tracking

**TO DAZZLE YOUR CUSTOMERS
WITH GREAT CUSTOMER SERVICE**



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GPS tracking provides the tools and data you need to deliver faster, better service.



For many private and public fleets, getting to the customer location or job site as quickly as possible sets the tone for the whole customer service experience.

GPS vehicle tracking provides a powerful tool for managing your fleet more effectively. You can control fuel, labor and other operational costs, streamline maintenance, improve driver safety, and a lot more.

When considering the many advantages of wireless fleet management, however, don't overlook the opportunity to use this proven technology to ramp up one of the most important components of your business – customer service.

GPS tracking provides the tools and data you need to deliver faster, better service, regardless of the product you sell or the work you do for customers or constituents. Whether you're a small-to-medium size private company, large public enterprise, public utility or government agency, a telematics solution can help you:

- Improve on-time arrivals and response times
- Improve customer relations by verifying time spent on each job
- Protect your company's public image and brand by improving driver behavior on the road
- Build your reputation as a reliable service provider or vendor
- Create a competitive advantage through superior customer service

IMPROVE RESPONSE TIMES.

For many private and public fleets, getting to the customer or job site in a timely manner sets the tone for the whole customer service experience. GPS tracking can help your vehicles get there faster.

For example, with wireless fleet management you can instantly identify the vehicle closest to a customer location or job site, find the quickest set of directions, and send those directions to a driver in seconds. By dispatching the closest driver, you can get there in less time and use less fuel in the process.

You can also use sophisticated online mapping features to adjust routes in real time. Many telematics systems offer in-cab Garmin integration that enables you to dispatch drivers to specific destinations, reroute vehicles during emergencies, and provide turn-by-turn directions using the Garmin device.

In addition, automatic engine diagnostic alerts can help prevent roadside breakdowns that delay response times by allowing you to identify and fix small engine problems before they become big ones. GPS tracking can even improve customer service by identifying the precise location of your assets in the field, such as generators or power equipment. This can be helpful in emergency situations when fast response times are critical.

VERIFY DELIVERIES AND TIME AT JOB SITES.

In addition to getting there when you say you will, good customer service also requires completing the job in a timely and efficient manner. GPS tracking not only helps you work in a well-organized and effective manner, it also enables you to provide more accurate estimates of arrival times and verification of actual arrival times. You can also determine the length of time employees stay at a job site, which can lead to accurate resolution of customer complaints and billing disputes.

Suppose a customer complains that your delivery truck arrived late, or they accuse a service technician of over-charging by falsifying the amount of time spent on the job. With GPS tracking, you can pinpoint the precise location and behavior of any vehicle in your fleet at a specific date and time to quickly resolve these types of issues.

In addition, automatic vehicle stop/start alerts let you compare actual vehicle location and behavior to that stated by the driver or the customer. Comprehensive trip reports, which show the details of each trip made during a specific time period, can also help you determine how and where drivers are spending their time, and whether they are making appropriate stops.

PROTECT YOUR REPUTATION.

You work hard to build a reputation as a responsible business or public agency. Wireless fleet management can help you prevent negative perceptions that are often formed when drivers misbehave on the road. By monitoring driver and vehicle performance 24x7, you can:

- Reduce speeding, hard braking, and other unsafe driving habits
- Cut down on excess idling to improve your image as an environmentally aware organization
- Use system data to coach drivers to develop safer and more efficient driving habits that enhance the general public's perception of your company

GPS tracking can also help protect your reputation by defending against unsubstantiated claims against drivers. For example, a driver might be falsely accused of speeding in a school zone, or be blamed for causing an accident they weren't even part of. Wireless fleet management can help defend against these types of claims by providing the precise speed and location of every vehicle in your fleet. You can also use landmarks to provide a historical record of when vehicles visited designated locations for a selected date and time range.

GAIN A COMPETITIVE ADVANTAGE.

Every business wants to acquire new customers and keep the ones they already have. By helping you offer competitive pricing and superior customer service, GPS tracking can give you an edge.

A telematics solution can help you control cost in a variety of ways. It helps to reduce fuel usage and costs. It can help reduce overtime and other labor expenses. And it can extend vehicle life while managing repair and replacement costs.

By getting to job sites quicker, drivers can complete more jobs in the same amount of time, allowing you to offer more competitive prices, a key factor in many purchasing decisions. At the same time, GPS tracking can boost your customer service profile by supporting on-time arrivals, faster response times, more accurate tracking of time spent on the job, speedy complaint resolution, and more.

Using wireless fleet management positions you as a business or agency at the forefront of technology. It also demonstrates your commitment to providing the best possible customer service to your customers and constituents. When customers decide which company to use, the perception that you are continually working on their behalf to keep costs down and provide stellar service can offer a real advantage.

For utilities and public agencies that don't compete in open markets, GPS tracking helps you operate within limited budgets and meet government requirements while maintaining high service levels. This includes everything from getting the power back on fast during outages; clearing snow off roads quickly; providing timely emergency medical services; and more.

MORE TIME TO FOCUS ON CUSTOMERS.

By helping to streamline operations, GPS tracking provides a benefit that can be hard to put a price on: more time in your day. When you spend less time managing vehicles and drivers, you can spend more time serving customers and growing your business.

When you use telematics to work more efficiently, your employees can spend more time taking care of customers. Getting there faster with deliveries or service calls enables you to take on more jobs with the same personnel and equipment. And better customer service creates happier customers, which can drive more referrals and new business.

Meanwhile, utilities and public agencies can make better use of their limited resources by working more efficiently. You can more easily address government mandates regarding fleet size and vehicle utilization. And you can satisfy your constituents by delivering faster, more responsive service without breaking your budget.

Using GPS tracking positions you as a business at the forefront of technology. It also demonstrates your commitment to providing the best possible customer service.

When it comes to acquiring new customers and keeping the ones you already have, GPS tracking can give you an edge.

When you use telematics to work more efficiently, your employees can spend more time taking care of customers.

Using telematics to improve customer service can also help improve your bottom line.

THE VERIZON NETWORKFLEET SOLUTION

Great customer service is a cornerstone of any successful business. When you know where your vehicles are and what they're doing, you can provide customers with up-to-date information on expected delivery and service times. When drivers spend less time driving to a customer or job site and more time doing the work at the destination, it increases customer satisfaction. When you spend less time managing vehicles and drivers and more time on your customers, you get more repeat business. And when emergency response vehicles get there quickly, it can even help you save lives.

It's easy to talk about great customer service, but much harder to actually deliver. With our patented GPS vehicle tracking technology, you can become known as a company or public agency where customer service is more than just a slogan on the wall.

To learn more about how our GPS fleet management solution can help you improve customer service, please refer to the Contact Us listed.

CONTACT US

E-mail:

Call:

Web: