
WHITE PAPER: SPIREON - CUSTOMER SURVEY

Telematics User Survey: The Connected Effect

OVERCOMING FLEET CHALLENGES

Telematics solutions are more prevalent than ever, servicing a market composed of nearly 20,000 fleets with more than 3 million cars and trucks on the road today. But why are they necessary? There are reasons beyond the obvious, “Dude, where’s my truck?” that fleet managers of all sizes should seek out in a connected solution.

Spireon recently surveyed fleet managers at small-to-medium-sized businesses that currently employ a telematics solution for firsthand feedback about the challenges they face and the results this technology offered.

Although tracking devices decrease operational costs, improve vehicle health, and increase driver safety, fleet managers who are still on the fence about this solution need to see tangible results before making an investment.

CHALLENGES

Managing a fleet is difficult enough without connected technology. Fleet managers have vehicles to move, customers to satisfy, and everything else that falls between. Smart fleet managers find efficient means to address multiple needs. Telematics offers one stone that can eradicate several birds at one time.

Drivers must be tracked, hours of service (HOS) reports have to be accurate, and customers must be kept happy. Thousands of fleet managers deal with these circumstances every day. Spireon asked fleet managers what obstacles they sought to resolve with telematics:

- **Where are my drivers?**
I need eyes on driver location at all times.
 - **Am I getting the most value from my vehicles/assets?**
I want hard data to show whether assets are being used to their full potential every day.
 - **Are my vehicles safe to drive?**
I’d love proactive vehicle maintenance to reduce vehicle downtime and ensure driver safety, considering that 3 million people are injured in car accidents in the United States every year.
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- **Am I sending the right vehicles/assets to a job?**
I would like to dispatch resources as effectively as possible.
- **Is my fleet cost-efficient?**
Give me new ways to manage the escalating costs of managing a fleet.

TANGIBLE RESULTS

Once tracking devices are deployed for an extended time, the results can be remarkable.

- Optics: Clear
 - ☑ 86 percent of businesses surveyed reported improved awareness of driver locations.
- Efficiency: Up
 - ☑ 62 percent experienced improvements in business efficiency.
 - ☑ 33 percent reduced driver idle time.
- Safety: Improved
 - ☑ 35 percent reported an improvement in fleet safety.
 - ☑ 46 percent saw a reduction in driver speeding.
 - ☑ 8 percent were able to curb harsh breaking by drivers.

Fleet managers reported that with telematics automating these operations, they were free to use their time more productively. Detailed, on-demand reports alleviate the need for daily driver check-ins.

TIME SAVINGS

“It has been a huge time saver for the reports I fill out every three months. Government entities are extremely happy when you can show them detailed mileage reports.”

— Ronda Quintana, Business Manager, Buzzard Express, Albuquerque, N.M.

A telematics solution can free countless hours that are otherwise spent preparing reports and verifying hours of service (HOS) driver logs. And with tracking devices monitoring driver behavior such as speeding, harsh breaking and idle time, you can identify areas of improvement for your drivers and evaluate driver routes that are most productive of your drivers' time.

Upon discovering a driver that is guilty of chronically speeding, you can go to them directly and identify what is influencing their behavior. Perhaps it is that their current route offers no hope for them to get to job sites on time. In this situation, you can adjust your drivers route to one that is more time permitting, while simultaneously improving safety on the road. All this, a direct result from the technology behind telematics.



DRIVER IMPROVEMENT, VEHICLE UPKEEP

“It helps keep our employees on track and vehicles maintained.”

— Waylon Gross, Operations Manager, Gem City Tire, Plainfield, Ind.

GPS fleet management serves as your tool to help ensure the safety of your vehicles and drivers as well as your drivers’ productivity while on the road.

TIPS FOR USING TELEMATICS TO YOUR ADVANTAGE

Now that you have some data points, let’s examine how you can make telematics work for your fleet.

COST

Obviously, cost matters when considering a fleet management solution. But, don’t miss the forest for the trees. Frontend cost is only the beginning of the cost equation. Fleet managers should stay focused on the transformative benefits to their business. “The service basically pays for itself in fuel savings alone,” John Kennedy, operations manager at Art Newsome Inc. reports. Idle time and unnecessary fuel-ups can be quickly be eliminated with telematics, unlocking sunk costs management didn’t know existed.

TRANSPARENCY WITH EMPLOYEES

Employee education and training is crucial for the successful adoption of fleet tracking technology. “Make sure your staff knows it’s not to track them; it’s to protect their reputation and your assets,” Randy Holland, owner of Assurance Health System, advises. An open environment where employees feel valued leads to more traction and better results than one in which trust is an issue and employee satisfaction is low.

When introducing these new products, begin an incentive program. Let drivers know that satisfactory performance will be rewarded just the same as poor driving will have consequences. Transparency is key. It can also be a great opportunity to re-focus businesses strategy to show how much good drivers are valued.

KNOW YOUR DRIVERS

Although tracking devices provide large amounts of data, they are not representative of the whole picture. It is imperative management does its part to make sure only the most qualified drivers are on the road, avoiding potential lawsuits and major financial losses.

- Do your own research! Ask your drivers about their driving history and record. Do not rely only on the information that is handed to you, such as background checks. This way, not only do you get to know your drivers on a more personal level, but you may also obtain key information that is vital to the transportation industry.
- Monitor drivers that have received complaints. While it may seem time-consuming, take the time to monitor ones that you consider risky. You will develop a firsthand account of their true driving behavior, independent from peer opinion or tracking devices data.
- Check in with your employees. Ask them how their jobs went today, what gave them problems, and how you can make their job easier. Show your employees how much you care and that their input is appreciated.
- Make your hiring process more competitive. If you have concerns about a handful of your drivers, add additional requirements to the application and screening process. It beats falling into a hazardous situation that could cost your business millions of dollars.



BEST PRACTICES FOR DRIVER MONITORING

When monitoring drivers, consider these four recommendations:

- Establish a baseline. Set a standard to which every driver will be held. This way, no employee feels singled out or targeted.
- Check in with your drivers. Establish a set frequency in which you check in with your drivers, and adhere to it.
- Standardize the process. Make monitoring procedures standard across all office locations and drivers. Eliminate potential confusion between management your drivers. The result? Everyone knows what is expected of them.
- Act when necessary. If you perceive an issue, take action immediately. It is better to correct bad situations when they are beginning, rather than when they are actively harming others and your company.

SOLUTIONS FOR EVERY FLEET

Whether you operate a small delivery fleet or a large-scale private fleet, there is a telematics solution for you. Look for solutions that meet your everyday needs, whether your priority is basic vehicle and asset tracking, or maximum device uptime through solar power, you have options.

Tracking a fleet can be a daunting task, but using telematics technology, the process can be manageable while leading to some great efficiencies along the way. Before you know it, you will experience the same benefits as your peers.

Ready to take the next step? To discuss what telematics can do for your fleet, call one of the friendly experts at Spireon at **800.557.1449** or visit **spireon.com/fleet-management**.