



5 Challenges Fleet Management Systems Are Solving

for Business & Operations Leaders

The critical importance of effective fleet management

Drivers, routes, paperwork, compliance and maintenance tasks all have to be managed effectively for your fleet to function efficiently. It's a big job on top of everything else you do. You're getting by, but is there a better way? How are other business leaders handling it?

More and more, they're turning to fleet management technology. Over half of managers for small to medium-sized fleets are already seeing the benefits of such technology solutions, and 57% of them believe the use of fleet management systems will become standard practice within three years.¹

So why are they making the switch? **Let's take a look at the top 5 reasons** operations professionals like you are implementing fleet management systems – and seeing results.

What is fleet management technology?

Fleet management technology is an Internet of Things (IoT) solution that works by gathering data from GPS tracking devices installed in each fleet vehicle that transmit not only location, but also raw vehicle and driving data, back to the cloud. This information is then translated into route maps, driving behavior reports and alerts that shine a spotlight on instant ways to increase productivity and profitability.



REASON

1

To reduce operating costs in order to drive up profitability

For the first time in five years, Automotive Fleet's 2018 operating cost survey revealed that fleet operating costs have increased, due in part to higher fuel and maintenance costs.² So coming up with a plan to reduce those costs is more important than it's ever been. Operations and business professionals are finding that fleet management adds back to the bottom line not only by helping decrease costs for fuel and maintenance, but also by streamlining operations to increase productivity. Here's what fleet management can do for you...

Decrease maintenance costs

Vehicle diagnostic reports and reminders for preventative maintenance can lead to savings that add up. In fact, addressing 35% of predictions could **save up to \$490 per truck per year**³ versus relying on reactive repairs. Engine warning light alerts help prevent more serious – and more expensive – problems.

Improve fuel efficiency

Fleet management systems can highlight driving behaviors that may be costing you more than you realize. For example,

reducing idle time alone can **save up to 600 gallons of fuel** in one year for a fleet of 25 vehicles.⁴ Reducing other inefficient behaviors like hard braking and rapid acceleration can **save up to 37% in annual fuel costs**.⁵

Allow more work to be done by fewer drivers

Route optimization features eliminate inefficient routing by organizing stops in a logical order and pinpointing which drivers are closest to each destination so each can do more work in less time. By making sure drivers aren't doubling back on themselves, businesses can see up to a **10% reduction in total miles driven**.⁶

Reduce hours spent on administrative tasks

Time is money, and fleet management technology can help you save both by automatically generating insightful reports, eliminating manual record-keeping, and optimizing the dispatch process to **eliminate hours of administrative time** being spent on these tasks.



Fleet management does more than show you where your vehicles are – it shows you how to add back to your bottom line by optimizing routes and improving driving behaviors.

STOP TIME:
5 MINUTES

IDLE TIME:
10 MINUTES

RAPID ACCELERATION:
0 INCIDENTS

EVENT ANALYSIS →



REASON

2

To implement driver safety & training practices for peace of mind

Safety comes up on almost every published list of top concerns for fleet managers. While safer operation can decrease insurance costs by reducing accidents, the peace of mind that comes from knowing drivers and equipment are safe is even more important. Fleet management technology provides fleet managers with several ways to help make sure their fleet is safe.

Driver scorecard reports

These simple reports provide at-a-glance, instant feedback to drivers, who can use the reports to regulate their own behavior (speed, acceleration and idle time) in order to reduce accidents. Managers can use scorecards to reward safe practices and to determine where additional training might be needed.

Instant safety alerts

Critical notifications can't wait. So instant alerts can be pushed to mobile or desktop devices to allow immediate feedback when needed. Hard turns, hard braking and sudden

acceleration can all be addressed and corrected in moments to help prevent accidents and injuries, as well as to prevent unnecessary wear on vehicles.

Sudden-stop alerts

When a vehicle has been involved in an accident, the fleet manager will receive a sudden-stop alert. They can call to check on the driver, and alert 911 if necessary.

Fleet safety pays off

The use of fleet management solutions can reduce the cost of accidents by just over 21%⁷ – which is precisely the reason many insurance companies offer discounts to incentivize the use of these systems.

Fleet management solutions
can reduce the cost of
accidents by just over **21%**



Fleet management reduces the number and cost of accidents, and may qualify your company for insurance discounts.



POSTED SPEED:
30 MPH

VEHICLE SPEED:
25 MPH

DIRECTION:
NW

EVENT:
HARD BRAKE

REASON

3

To optimize routing in order to improve customer satisfaction and gain a competitive edge

Did you know it takes 12 positive experiences to fix the damage of just one negative customer experience?⁸ That's why customer service is of paramount importance. Luckily, about 44% of fleet managers find that one of the most unexpected benefits of implementing fleet management is improved customer service.⁹ So how does fleet management improve customer service?

The secret is route optimization, along with features that streamline dispatching.

Dispatch more efficiently

Fleet management solutions can allow dispatchers to optimize routes by reordering calls in a more logical order to tighten arrival windows, and to eliminate late or missed calls. You can use trail-tracking features to compare the optimized route with the actual route driven to locate inefficiencies, or automatically locate the nearest vehicle to any stop in order to make dispatching choices that save time.

Handle the unexpected

Fleet management technology also gives dispatchers and drivers the tools to adjust to changing plans — when drivers call in sick, traffic conditions change or new calls come in, re-routing is inevitable. Fleet management allows new optimized routes to be delivered to drivers so that everything stays on track.

Set important landmarks

Landmarks can also be created for your most important customers, so you can see at a glance which trucks are closest, and how often that location has been visited. And when service is complete, you can ensure accurate time- or mileage-based billing using automatic recording features that capture both.

It takes **12** positive experiences
to fix the damage of just
one negative experience



36% of fleet managers say that fleet management has led to improved customer service.⁹



EN ROUTE:

LANDMARK:
FILLING STATION

LOCATION:
123 MAIN STREET

SCHEDULED ARRIVAL:
11:30 A.M.

REASON

4

To simplify the compliance process

Electronic logging of hours makes sense for any company looking to streamline time reporting. But for commercial vehicle drivers, it's a matter of law. Compliance with the Federal Motor Carrier Safety Administration's (FMCSA) ELD rule became mandatory at the end of 2017, and full compliance will be required by the end of 2019. The rule requires drivers of commercial motor vehicles (CMVs) to keep an electronic log of the time they spend driving, also known as their "hours of service" (HOS).

Save money on HOS fines

Many companies that use fleet management say one of their top reasons is to track hours of service. And it's no wonder, since in some cases an ELD solution can save you over \$19,000 a year in HOS fines for a fleet of 25 vehicles.¹⁰

Accurately & easily log hours

Electronic logbooks allow commercial drivers to log hours more accurately and to easily generate and transmit reports with a system that's fully FMCSA compliant. In fact, electronic logging can eliminate enough paperwork to save each driver

20 hours of time per year.¹¹ While roadside inspections can be stressful, electronic logbooks offer features that simplify the process. For example, a roadside inspection portal allows a Department of Transportation officer to quickly access and review logs for the current 24-hour period and the previous seven consecutive days, receive a copy of the driver's logs via email, and view vehicle inspections. Noncommercial drivers and fleet managers also find that electronic logbooks eliminate inaccurate time reporting.

Easily complete DVIRs

Fleet management software can also provide an easy way to complete driver vehicle inspection reports (DVIRs) to help commercial drivers meet compliance requirements during roadside inspection. Likewise, drivers of non-commercial vehicles can record regular vehicle checks to maximize safety. Finally, the system will provide alerts to the driver when HOS limits are reached, which can help to curtail drowsiness that may lead to accidents, and offers yet another way to keep drivers compliant to avoid expensive fines.



Fleet management makes HOS tracking accurate and effortless, to ease roadside inspection and prevent fines.



DRIVE TIME UNTIL BREAK:
05:25

DVIR:
CERTIFIED

ROADSIDE INSPECTION:
PASSED

ELECTRONIC LOGBOOK

REASON

5

To make more informed decisions

One of the most difficult parts of fleet management is trying to locate and assemble data from different sources, so that you can see the big picture and locate inefficiencies. But IoT technologies are changing the way business and operations leaders can collect and analyze information. Overall, 73% of organizations worldwide are using data from IoT projects to improve their business.¹² Fleet management is one of the IoT technologies that are changing the way businesses work.

Get a big-picture view

Fleet management technology connects all the moving parts of your fleet — drivers, vehicles, fuel expenditures, maintenance, compliance and more — to give you a holistic view of your entire operation. Instead of trying to pull data from different platforms and systems, or from manual logs, you're able to see how different factors impact each other all in one dashboard view.

Centralize important data

Fleet management's single-system operation means there's only one interface to learn, one password to remember, and one place to look for answers. With a wide variety of reports

that can be set to run and deliver automatically, the data you need to make better decisions is instantly at your fingertips.

View insightful reports

Use mileage reports to track vehicle maintenance schedules or gas mileage. Check idle time reports to select more efficient routes, or to find ways to reduce fuel expenses. Geo-fencing reports can let you check to make sure your drivers and vehicles are where you expect them to be, and alerts will inform you if they're not. With the wide variety of informative reports available, making informed decisions becomes much easier.

98% of fleet management users
say that the system has been
beneficial to them¹³



Dashboard views display important information in tables and graphs that make it easy to see where you could be saving money.

FLEET IDLE TIME:
**35% OF
TOTAL HOURS**

MAINTENANCE REMINDER:
TRUCKS 6, 11, 13

OF FLEET EVENTS:
7



Conclusion

A stunning 98% of fleet management users say that the system has been beneficial to them.¹³ Whether it's aligning with company goals, increasing driver safety, optimizing routing, easing compliance or improving decision-making, operations managers continue to turn to fleet management systems to help them move their businesses forward.

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To learn more about fleet management, call **1-866-616-5587** or visit uscellular.com/business/fleetmanagement

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