



# FLEET AND ASSET MANAGEMENT BUYERS GUIDE

## Table of Contents

How Fleet and Asset Management Works

Benefits Of Fleet and Asset Management

Selecting the Right Partner

Modern Fleet and Asset Management Features

**Powerful data is hiding in your fleet and assets.**

Do you know:

- Why your fuel costs are unexpectedly high (beyond price fluctuations)?
- Where the wear and tear on your engines is coming from?
- How to decrease idling and mileage while improving customer service?

The goal of this guide is to help you answer these questions by learning about modern fleet and asset management, and choosing the right partner for your business.



***Benefits of Fleet Management***

**Reduce Fuel Costs**

Monitoring idling could save your organization money but doing so alone still leaves potential cost savings on the table. Chronic poor driving habits, such as speeding or harsh accelerations, can also significantly reduce fuel efficiency, and they are relatively easy to remedy by implementing a fleet management solution.

**Save On Labor Costs**

Administrative validating of timecard data can drain manpower. Modern fleet management solutions offer digital clock-in and clock-out capabilities with GPS data and time stamps for accurate timecard information and scheduling.

**Track and Protect Vehicles and Assets**

With fleet management and GPS tracking solutions, you can monitor your fleet in real time. This visibility can help you to see off-hours usage and quickly locate items in the event of theft.

**Improve Driver Safety With Gamification**

Using driver scorecards, you can reward drivers for braking properly, reducing idling time, maintaining proper speed or even wearing seatbelts. Point-based rewards provide a visual representation of safe behaviors and could lead to drivers keeping a higher level of safety throughout the day.

**Increase Vehicle Up-Time and Lifespan**

Tracking and remote diagnostics allow you to monitor your equipment from anywhere at any time so maintenance can be planned, rather than waiting for a problem to occur. Well-maintained vehicles stay on the



***How Fleet and Asset Management Works***

In GPS-based tracking systems, microwave signals from the Global Navigation Satellite System (GNSS) network are transmitted to hardware installed in vehicles and assets. The vehicle information (location, speed, direction, etc.) is then transmitted over a cellular network from the vehicle to a software portal for decoding.

**These are the Four Components that Make it Possible**



GPS Satellite



Vehicle with GPS Device



Wireless Network



GPS SaaS Partners

road more consistently and can provide a longer service life than those that may be neglected due to the inability to properly track maintenance schedules.

### Increase Driver Satisfaction and Retention

The benefits of fleet management tracking go beyond those listed above. Well-maintained machines can lead to more satisfied employees and increased work performance. In an increasingly challenging market, driver retention is more important than ever. Finding ways to satisfy your employees can be key to meeting the demands of your customers.



## Selecting the Right Partner

Anyone can be a service provider, but you want a business partner. Finding one with solutions that suit your unique business needs and budget is critical. Will the solution solve your problems and take your business to the next level? Here are some points to consider prior to deciding on a fleet and asset management partner.

Do they have the ability to select the best solution?

- Do they really want to help me or are they trying to sell me something?
- Do they ask questions that are relevant to my specific situation?
- Would they be committed to finding the right solution for me or do they only have a single core product offering that they would like to sell?

You'll also want to ensure the partner has good reviews. You can find information about a business at websites like Capterra, Google or the Better Business Bureau. A reputable business will gladly point you in the right direction if you are interested in seeing their reviews.

If possible, ask satisfied customers for references so that you can assess the solution and customer service further.

### How is Customer Training and Support?

The level of support and training you receive will ultimately determine the benefit and return on investment of a fleet management system. The full advantages and savings will never be realized if it's not used properly. Therefore, it's imperative that you and your team are well trained and comfortable with the solution you select. To that end, the answers to these questions will help you determine if you're partnering with a business that is invested in your success.

- When you call your sales rep or support line, is the phone answered by a person?
- Does the company have after-hours support based in the United States?
- Do they offer unlimited free training sessions for each of your departments?

### Is the Solution Able to Grow With Your Business?

In an industry as fast-growing as commercial fleets, scalability is crucial. Find a solution provider that allows you to talk to a live person who knows you and understands your hardware requirements. Some good questions to ask are:

- How do I get additional units if we add staff, assets or fleet vehicles?
- Can I simply call my account representative, or do I have to call customer service?
- What is the turnaround time to receive a new unit if an existing one malfunctions or is lost?
- If we incorporate new software, does your solution allow for integration?
- What is the maximum number of fleet and asset units that we can track on your platform with a single login?

Your growing business may also require additional services, so look for a solution that offers some of these popular Fleet Management add-ons:

- Video and video telematics
- PTO monitoring
- Asset tracking
- Field service management and dispatching
- Digital time clock functionality
- Trailer temperature monitoring

### **Do They Offer the Features and Capabilities That Matter to My Business?**

When exploring your options for fleet and asset management, understanding what capabilities you may use now or in the future is key. Even if you don't need all the bells and whistles right now, it's important to select a partner who already has the feature-set in place to support your immediate needs as well as cover possible future requirements. Also, by selecting a provider who can check all the boxes and offer more than basic dots on a map functionality, you'll avoid the hassles of multiple bills and having to log into multiple platforms or screens to collect data across disparate systems.

In the next section, we'll take a deeper dive into some of these more advanced features and how they can impact your operations.



## ***Modern Fleet and Asset Management Features***

The sky is the limit when it comes to features available to you with a fleet and asset management solution.

Here are some of the next generation features you should expect to see from a reputable provider, along with how they can impact your operations.

### **Real-Time Vehicle Location and Data**

Make more informed decisions and improve customer service by providing real-time ETA's of vehicles and assets and while tracking the closest vehicle to a customer, vendor or job site.

### **Maintenance Tracking and Remote Engine Diagnostics**

Collecting and decoding engine control module (ECM) data remotely can help you quickly identify issues. Eliminate repair bills and downtime associated with issues that do not require a shop visit, allowing you to reallocate the saved repair budget to other projects. Moreover, use maintenance tracking to extend the life of your vehicles and minimize downtime, ensuring maximum productivity.

### **Real-Time Text and Email Alerts**

There may not always be time for your team to log into a platform, but modern fleet solutions allow you to set up real-time SMS and email alerts that are sent only to the appropriate people. In addition to maintenance reminders, these alerts can include excessive idle, harsh driving, arrival, departure and more. Using the alerts and SMS feature, you'll always be aware of your fleet's progress.

### **Driver Scorecards and Gamification**

The data collected from a GPS device can be used to create a driver scorecard that measures the performance of your drivers in real time. You can recognize and reward drivers who display the best driving behaviors, and coach those who show risky behavior. It is possible to generate healthy competition, engage your drivers, improve processes and leave participants feeling accomplished with gamification.

### **Driver App and Electronic Timecards**

With a driver app, dispatchers and managers can prepare and deliver prewritten messages for everyday situations. In addition, drivers can view their route for the day, update their status, review notes and generate directions at the touch of a button. Also, some driver apps provide clock-in and clock-out functionality. A driver app can help fleet managers measure and improve their fleet's productivity and ensure drivers are paid for the actual time they spend on the road.

## Seat Belt Usage Monitoring

Accidents are a concern for every fleet manager. Seat belt usage monitoring can ensure that your drivers are protected so that they don't incur any fines, injuries or worse in the case of an accident. In addition, your employees may behave more responsibly when they know their seat belt use, speed, location and idle times are being monitored. Fleet management with seat belt tracking may qualify you for lower insurance premiums, which means that you can take control over driver behavior to so that everyone is as safe as possible.

## Electric Vehicle Support

The process of electrifying your fleet will occur gradually, but you must take steps now to prepare your solutions to support electric vehicles. Because EVs do not follow mandatory telematics data standards, accessing data becomes a challenge. Optimize the performance, range and return on investment of EVs by monitoring a number of these unique metrics. No matter if you are just beginning to add electric vehicles to your fleet or have some already in operation, you need a telematics solution that is capable of fully supporting them.

UScellular® offers multiple industry-leading telematics, camera and asset tracking solutions, eliminating the need for you to explain your requirements to multiple vendors. You can count on our local experts to work with you to select the best solution to meet your unique challenges and provide a solution that is catered to your operational goals.

To learn more about Fleet Management and get started today call **866-616-5587** or visit **our website** >

**Schedule a demo** >

