ebook

Focusing on Fleet Safety

verizon connect

Take the first step in starting the safety conversation

For a business that relies on a fleet of vehicles and drivers to keep the business running, safety is everything. Keeping an eye on every driver and every vehicle is impossible – especially since there's only one of you and you can't ride shotgun with each of your drivers.

While trusting your drivers is absolutely crucial, it's important to be able to monitor and measure their behavior behind the wheel, since it has lasting effects – both positive and negative – on your business.

Welcome to GPS fleet tracking. With the ability to track driver location and safety-related metrics like speeding and harsh driving events, you can easily see where your fleet is performing well...and where some coaching may help.

Let's talk about five safety-related topics a GPS fleet tracking solution can help you address.

Insight into driving behaviors

Take a moment and ask yourself a few questions:

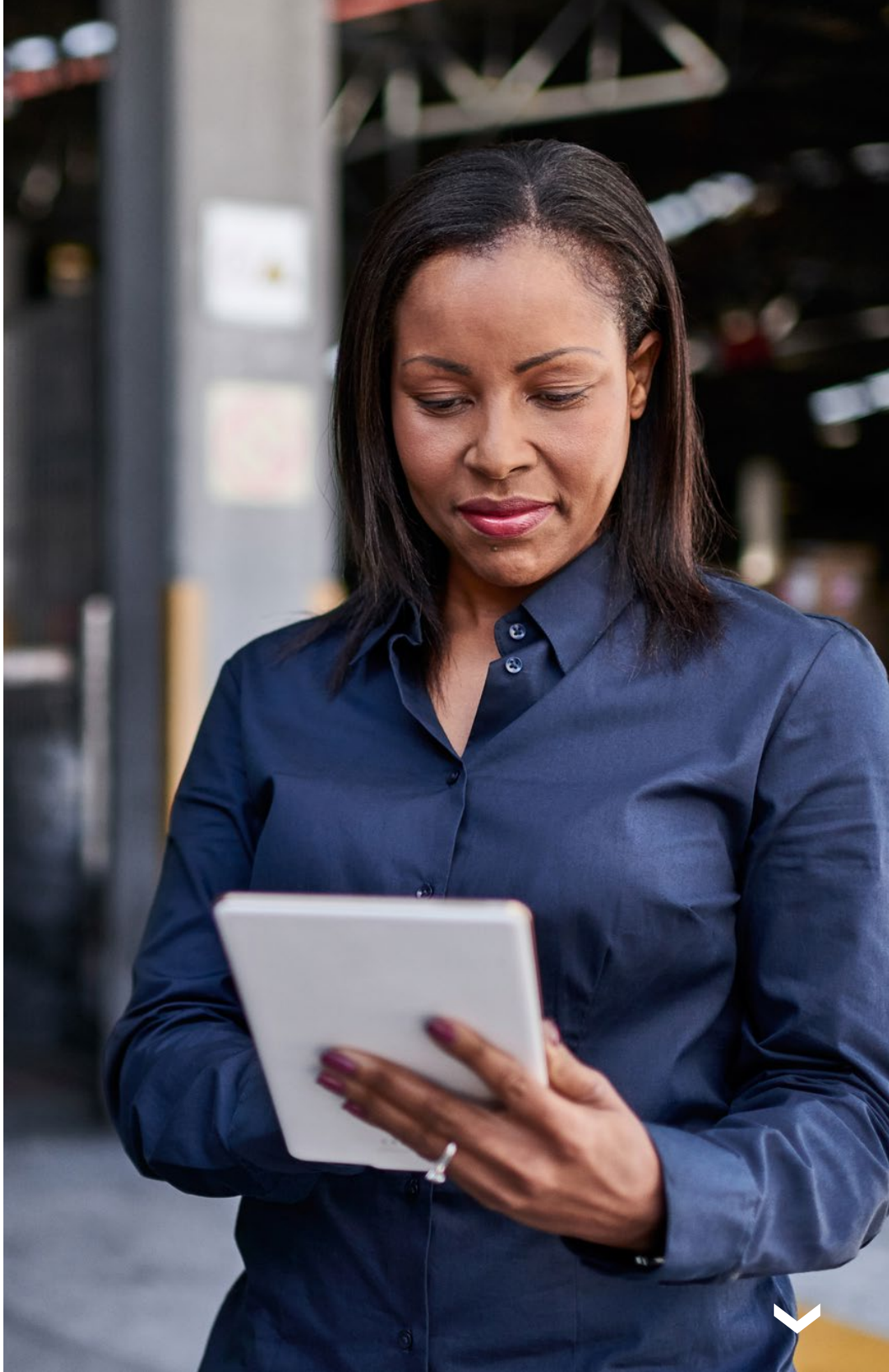
Do you know how your drivers behave when they're behind the wheel?

Are you confident they are treating company vehicles well?

Do you have easy access to data that shows who speeds and who has been involved in accidents?

If you answered "no" to any of these, a GPS fleet tracking solution is something to consider. You can receive alerts any time a driver has a speeding or harsh driving event that exceeds a specific threshold you've set for your fleet.

Customizable reports and dashboards allow you to easily see summarized safety-related data and helps you develop trends and benchmarks that can assist in creating a fleet safety policy. Having insight into safety-related information can help you determine driver behavior best practices and address any behavior that puts your business at risk.



The effects on the bottom line

Believe it or not, promoting good driver behavior has monetary value. When you focus on creating a safe driving culture, you will not only see results in how your fleet performs day-to-day but also in your bottom line.

Decreased insurance costs
Most insurance companies take comfort in knowing you're monitoring your driver's behavior and enforcing safe driving policies Letting them know you have implemented a GPS fleet tracking solution across your fleet can often result in decreased insurance premium costs. Be sure to check with your insurance provider to see if they offer this type of discount for using a GPS fleet tracking solution.

Reduced maintenance spend
Speeding and harsh driving behavior has more of an impact on your vehicles than you think. When aggressive driving happens, your vehicles often take the brunt of it, spending more time in the garage for extensive (and expensive) repairs. Monitoring driver safety can help reduce the wear and tear on your vehicles and helps them stay healthier for longer periods of time. Safety has a ripple effect; when a driver operates safely, their vehicles experience less damage which means vehicles stay on the road longer, servicing customers and bringing in revenue.

Cut speeding fines and accident costs
These pesky events can be costly, and take a chunk of money away from improving other areas of your business. Monitoring events like hard braking, harsh cornering, quick starts and speeding can give you a good indication if any of your drivers are more likely to have an accident. And knowing whose driving skills may need improvement can help you coach them, so their bad habits behind the wheel don't turn into a mountain of debt for your business.

Keeping an eye on after-hours vehicle usage

Do you have a plan when one of your vehicles hits the road after hours?

With GPS fleet tracking, you can create alerts to receive notifications when a vehicle's engine is turned on and when it starts moving, especially if it's unauthorized. Near real-time notifications provide you with the ability to react accordingly and set fleet-related policies around vehicle usage.

Reducing liability

Dangerous driving behavior, stolen assets and unhealthy vehicles can increase your level of liability when it comes to managing your fleet.

Having a GPS fleet tracking solution provides you with clear insight when it comes to seeing behaviors that could lead to these safety breaches. Reports can help you collect information on driving behavior, vehicle usage, types of maintenance and any associated costs, so you can plan accordingly and work to reduce your overall liability when it comes to your vehicles and drivers.

Understanding the impact on your reputation

When drivers behave dangerously on the road, the risks stretch far beyond dollars and cents.

Your company vehicles serve as mobile billboards and your drivers as brand ambassadors. Having a driver cutting people off, lane hopping or generally acting aggressive behind the wheel is bad advertising.

Poor driving habits can tarnish your good reputation and even contribute to losing current customers and keep you from winning new business. GPS fleet tracking can help you see unwanted driving behavior and correct it before it has the chance to negatively impact your company's reputation. Using mapping features and following the exact routes your drivers take each day can help make sure your drivers are operating safely and even help disprove any false claims of accidents or aggressive driving.

Implementing a safety program

GPS fleet tracking solutions do more than just collect data – they provide insight into current behaviors of your fleet and help you determine safety-related best practices. Having this level of transparency sets you on your way to creating a safety program specific to the needs of your fleet and your business.

Below is a list of metrics that will help you get started:

- Amount of money spent on speeding fines and accident costs annually
- Number of speeding incidents your fleet has had over the past year
- Total number of accidents your fleet experiences annually
- Amount of fuel used per vehicle on an annual basis
- Average cost of vehicle maintenance and repairs
- Vehicle maintenance repairs by type
- How long vehicles have spent in the garage due to maintenance
- Total number of vehicle thefts annually
- Specific drivers who speed or are prone to accidents
- Details of good driving behaviors you have seen your drivers demonstrate

How can your business benefit?

Companies that take the initiative to implement a GPS fleet tracking solution can stay ahead of their competition and experience multiple benefits around cost savings, productivity and customer service that will help your business run smoother and smarter.

Schedule a free live demo of Verizon Connect Reveal today.
Visit us at verizonconnect.com or call 866.844.2235

verizon connect

©2018 Verizon Connect Inc. All rights reserved.

17008-US-0318