

## WHITE PAPER: SPIREON - BIG BROTHER

# Fleet Management: It's Not About Big Brother

While the benefits of fleet management solutions and GPS tracking are clear, communicating these to a team of drivers who may see monitoring as a form of big brother can be challenging. Effective communication, transparency, and a true respect for their privacy are key to getting drivers on board with the technology that will make your fleet safer, your drivers more productive, and your business stronger.

## ADVICE FROM THE EXPERTS – OUR CUSTOMERS!

- **Overcoming Driver Apprehension –**

“We were very up front about installing the system. We didn’t want to be perceived as spying on them. At the same time, we needed to track them from an efficiency viewpoint.”

*Application Manager, Small Business Beverage Company<sup>1</sup>*

- **Protecting Your Drivers’ Reputation –**

“Make sure staff know it’s not to track them, it’s to protect their reputation and our asset.”

*Randy Holland, Owner, Assurance Health System<sup>1</sup>*

- **Ensuring Driver Safety Through Location Visibility –**

“Great product. I always know where my drivers are at any time and to us, that’s a safety feature.”

*Facilities manager, Fortune 500 Energy & Utilities Company<sup>1</sup>*

- **Ensuring They’re Never Lost –**

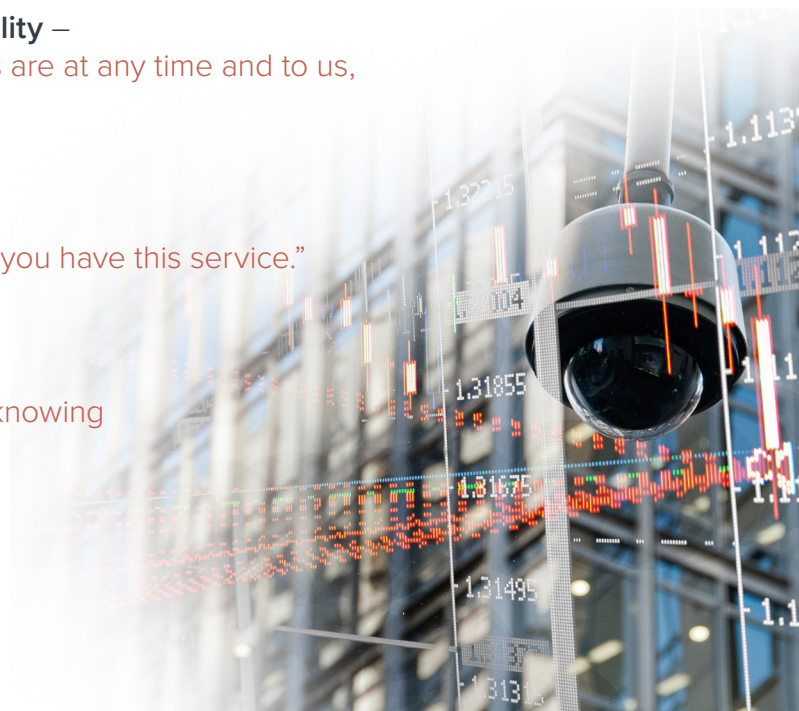
“No vehicle or driver will ever be lost as long as you have this service.”

*Julian Shanks, Field Operations Manager, CSL Services, Inc.<sup>1</sup>*

- **Improving Customer Service –**

“The ability to better service our client base by knowing where our fleet is at all times is invaluable.”

*John Kennedy, Operations Manager, Art Newsome, Inc.<sup>1</sup>*



## TOP TIPS FOR SMOOTH ROLLOUT

### 1. Respect Driver Privacy

The best way to reassure drivers that they don't work for Big Brother is to respect driver privacy. Clearly communicate the company policy regarding the GPS tracking system in the business as a smart tool to measure efficiency, and to help drivers be more productive. Furthermore, using company assets in the best interest of the business is key to ensuring employees are accountable for their actions. With GPS tracking software, fleet owners can share with drivers information regarding potential areas of improvement, allowing drivers to make the most out of their daily tasks. Privacy is a sensitive subject. Being honest and open about maximizing the fleet's resources with smart tools such as GPS tracking can enhance a driver's work, rather than invade their privacy.

### 2. Communicate Clearly

When employees are ill-informed about new integrations in the company's business, it can be easy to quickly jump to conclusions. Introducing a new GPS tracking system does not need to be difficult. Fleet managers can ensure to clearly communicate what information is being collected by the system, how the vehicles are monitored, and why. Sharing reports generated by the system with drivers and other employees conveys transparency and honesty. It further opens understanding of the system's purpose in the company and how the business is improving. Keep communication channels clear by responding to questions and concerns promptly.



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### 3. Explain Driver Benefits

It's important to make clear that GPS tracking works to a driver's advantage when there are records of driver performance in the event of an accident, medical emergency, or crime. Fleet managers can use the data to support drivers if they are accused of wrongdoing by customers or an insurance company. Additionally, the system can be used to offer incentives including higher base pay, recognition, or bonuses to the best performing drivers.

The main reason for considering technology is obviously not to point fingers at drivers or to spy on them, but rather to make the business enterprise more efficient and competitive. Part of the process necessarily means an overall improvement in their working conditions such as not having to call them all the time to keep track of their positions, sending the closest convenient driver to a location, establishing routes and schedules that are manageable and—yes— monitoring their behavior. This, however, is an incentive to keep drivers under the speed limit and make them feel more responsible—not least, protecting against legal and safety issues. In our experience, good employees have no problem with accountability and, in fact, welcome it as it sets them apart from less productive co-workers.

A few specifics:

- In the event of a traffic violation, GPS tracking may hold up in court as a reliable source of defense that could exonerate a driver from a ticket.
- Driver identification ensures that a driver is not wrongfully accused of any incidents that happened in a vehicle if that employee was not driving at the time.
- From a customer service standpoint, you can determine whether or not the employee showed up to the job site and how long he/she was there. This is useful for your employee when it is the customer's word against his/hers, as GPS tracking software can very clearly demonstrate the duration on-site.
- When employees who are paid by the job/hour find they may be able to complete an additional service call in a given day thanks to more efficient dispatch, GPS tracking will become their friend and not their nemesis.
- Remote vehicle diagnostics help you stay on top of maintenance of your fleet and can allow you to perform repairs before they result in breakdowns and productivity-robbing downtime. The first time the system notifies you of a vehicle's diagnostic trouble code and prevents an employee from being stranded miles from home, perceptions of what GPS tracking can do for you will change instantly.

#### 4. Make the Case for Company Health

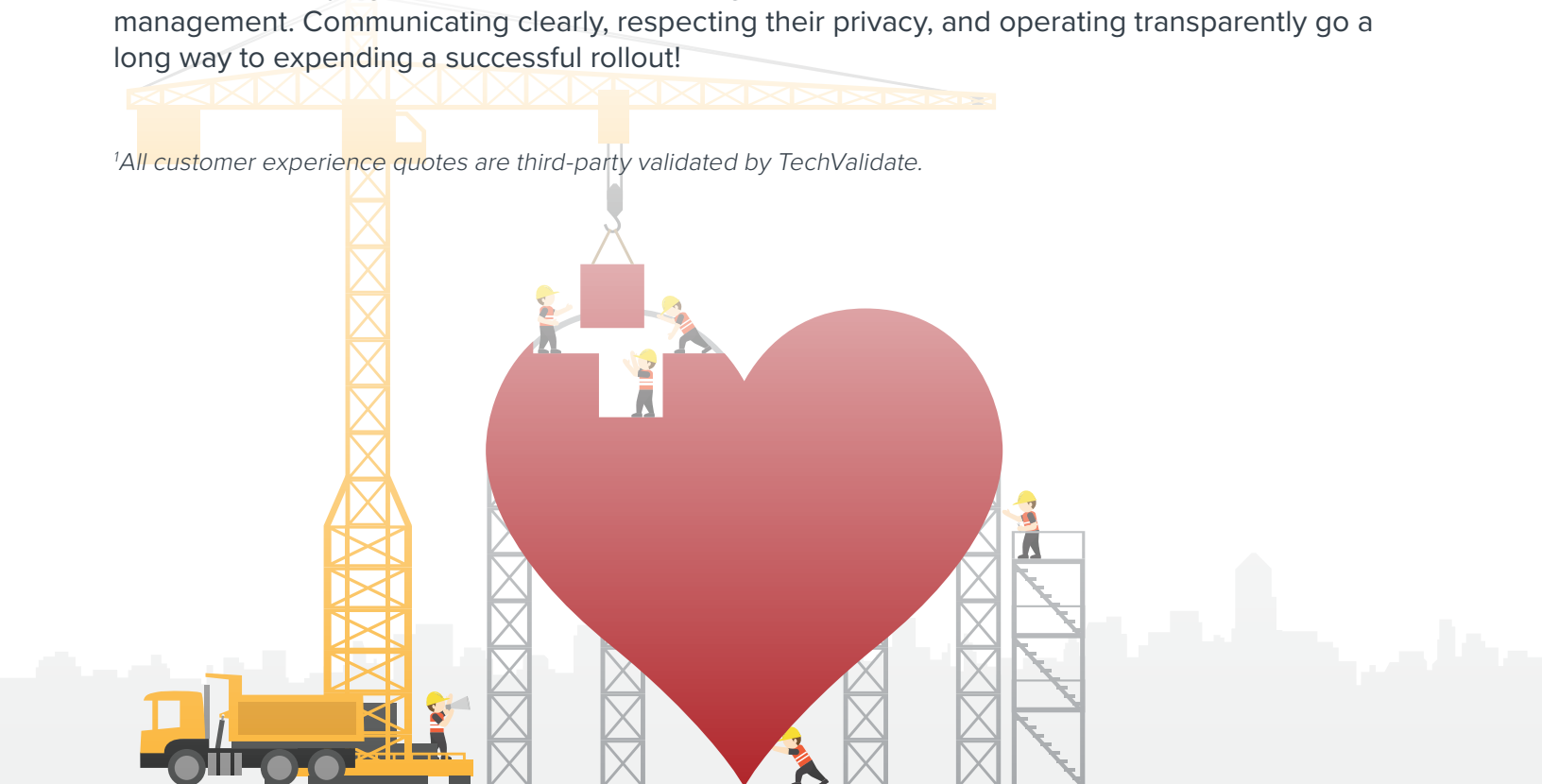
It also helps to explain the savings in company costs made on fuel, maintenance and administration jobs. Explain how the new process can generate bonus programs, how it can reduce customer call-backs, cancellations, complaints and paperwork (for timecards) and improve upon driver training etc. It will make for a better company with benefits everyone should realize and readily appreciate. The healthier the company, the more secure the jobs within it. Everyone benefits from a fatter bottom line, and job security is nonexistent without profitability. Helping drivers to understand why you are adopting the solution will help recruit them toward a positive outcome.

- Other companies within your niche use GPS tracking as a fleet management tool; you certainly want to stay competitive with them.
- Calling several techs to find out who is closest to an emergency call location not only wastes time for dispatch, it's a distraction for employees. This will be eliminated thanks to real-time tracking and detailed mapping.
- Speeding brings risks that, at the very least, can cost your company money. Eliminating this type of behavior makes for safer roads and a safer work environment.

#### CONCLUSION

Fleets universally agree that it doesn't take long for drivers to become believers in fleet management. Communicating clearly, respecting their privacy, and operating transparently go a long way to expediting a successful rollout!

*<sup>1</sup>All customer experience quotes are third-party validated by TechValidate.*



# About Spireon

Spireon, Inc. is North America's leading connected vehicle intelligence company, providing businesses and consumers with powerful insights to track, manage and protect their most valuable mobile assets. The award-winning Spireon NSpire platform supports nearly 4 million active subscribers across the company's growing suite of products for new and used car dealers, lenders and financial institutions, rental car agencies, commercial and local fleet operators, and consumers. Learn more at [www.spireon.com](http://www.spireon.com).

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Date Founded: 2002

Number of Employees: Over 400 Full & Part-Time

Number of Managed Devices: 3.75 Million