



How Fleet Management can improve your bottom line

Six ways technology can help today's fleet
managers boost ROI



The forward-thinking fleet manager's advantage

Managing transport logistics is a huge responsibility. Whether you do it for a local delivery company, a national trucking corporation, or anything in between, your decisions will always have a serious impact on your business's bottom line.

At the same time, the laundry list of challenges fleet managers face—fewer drivers, increased regulations, fluctuating fuel costs, maintaining profit margins—is only getting longer.

It's surprising then, that while most managers strive to deliver efficient, cost-effective and safe solutions, many still aren't making the most of the technologies that can help. In fact, the latest intelligent telematics can increase your fleet's ROI in a meaningful way.

Fleet telematics technology may not be new, but it's getting more sophisticated all the time. Even if you already use telematics, it's worth taking a second look at what's available to you now.

No one knows your fleet as well as you do—and combined with expert advice, you can manage your vehicles more intelligently and effectively, and start seeing stronger and stronger returns.

In this guide, we'll highlight six key areas where smarter, integrated fleet management technology can help you tackle your challenges head on.

1 Boost productivity and efficiency in the back office and the field

In transport logistics, utilization is king. If your vehicles and drivers aren't being used to their full potential, you're leaving money on the table.

The latest fleet management technologies help you optimize routes and schedules, providing a breadcrumb trail for every vehicle that shows where they've been—and where they've stopped—from the moment they left the yard to the moment they reached their final destination.

With a full, centralized view of how your fleet's performing, you can analyze and report on trends among your vehicles and drivers—if they're often spending too long loading or unloading, for example—and adjust your model to make the fleet more efficient.

But even the most carefully plotted routes and schedules can falter when they come into contact with the real world—from heavy traffic to unexpected roadwork, the simplest obstacle can throw your fleet operations off track and start affecting your profits.

It's important to choose a fleet management solution that can deliver near real-time visibility into location and activity of every vehicle in your fleet, 24/7. That way, you can optimize schedules and routes, and even redirect underutilized vehicles when they're already out on the road.

Whether it's educating drivers to reduce idling time, rerouting to avoid a traffic jam, or dispatching a better-located driver to take a new job, such small tweaks can deliver significant fuel savings in the long run—while keeping your fleet on schedule and your customers happy.



Keeping drivers in the loop

How do you let your drivers know their job or route has changed?

There's an ever-stronger case for providing them with connected devices—think cab-mounted mobile tablets—so you can keep everyone in the loop from headquarters.

As well as securing instant updates on routes, traffic, and future stops, you can even direct your drivers to your company's preferred fuel stations.

Saying goodbye to repetitive processes

Your drivers may be taking the most efficient route. But are your records still taking forever to reach their destination?

Modern fleet management technology can also streamline the way you do things in the back office, digitizing time-consuming and inefficient paper-based processes.

In the long term, you can make significant savings by automating both daily workflows and repetitive manual tasks. Tasks like:

- Scheduling preventative maintenance
- Tracking driver performance
- Managing fuel costs
- Issuing detention charges

Always pay careful attention to the road and do not drive while distracted.



2 Improve driver performance

Modern telematics won't only help you attain greater ROI from your vehicles. They'll also help you achieve greater ROI from the people behind the wheel, too.

Sensors in each vehicle can help you keep track of driver behaviors and events such as:

- Vehicle speed
- Erratic driving or lane changes
- Boundary breaches using GPS geofencing
- Aggressive driving patterns, including sudden acceleration or hard braking
- Unscheduled vehicle stops
- Excessive idling
- Out-of-route miles
- Vehicle events such as accidents or breakdowns

By keeping an eye on these behaviors, you can help ensure everyone's driving in line with your expectations, and policy—and if they're not, you can deal with it before it becomes a problem that could affect your bottom line.

With reports for each individual and how they're doing, you can reward drivers for good performance, and set up meetings, coaching and training programs for those who aren't performing to the right standards—whether they're rules specific to your organization or government regulations.

Plus, if you're seeing similar performance issues coming up time and time again among your drivers, you can build it into initial training for new recruits and effectively head off issues further down the road.

3 Keep your drivers, vehicles, and the public safe

If drivers know their behavior is being monitored, they're more likely to pay attention to your policies, government regulations—and well, just the way they drive in general. And that means they're less likely to get into accidents—protecting your people, the public, and your business.

When the worst does happen, integrated telematics systems can send automated accident alerts, allowing you to move fast to minimize the impact to your customers.

Combined with the driver performance metrics we described earlier, you can find significant cost savings in the long run. Encouraging careful, safer driving means:

- Fewer speeding tickets that have to be paid
- Fewer accidents, which in turn means avoiding costly litigation processes, major vehicle repair or replacement costs, and lost revenue from fleet downtime
- Lower insurance premiums, as some providers offer usage-based policies or reward you for no-claims

Protect your investment

It's not just your drivers you need to protect—vehicles aren't exactly a small investment, so keeping them secure should always be a top fleet management priority.

With geofencing, automated yard checks, breadcrumb maps and office-managed remote locking and startup, you can help protect your fleet from theft and recover vehicles faster if they do go missing.

Telematic solutions are not a replacement for emergency services.





4 Improve vehicle performance

If one of your vehicles is off road, it's not contributing to the business—simple as that.

By using more intelligent telematics and IoT sensors in your fleet, you can maximize the productive hours for each of your vehicles, and extend their usable life, too.

These sensors can deliver alerts about engine problems and other diagnostic issues, while informing routing centers when a vehicle is out of service. The right fleet management solution will help you run diagnostics using key metrics collected from your vehicles such as:

- Fuel level
- Tire pressure
- Engine oil
- Temperature readings
- Brake wear

Knowing what's going on with each of your vehicles—even when they're out on the road—means you can minimize downtime and get them back in business faster when they do break down.

This can even help you prevent breakdowns before they happen. The solution can use the diagnostics to predict faults with your vehicles ahead of time, so you can carry out proactive maintenance and keep them on the road longer. It helps you avoid costly or unnecessary repairs, optimizes fuel consumption, and minimizes downtime.



5 Simplify compliance with regulations

Vehicle and fleet regulations are becoming more complicated. So, why not help automate your compliance? That way, you can focus more on your day-to-day responsibilities, instead of worrying about how you're keeping up with all the regulations. Plus, you'll improve operational efficiencies by automating many of your current manual processes.

Whatever your industry, fleet management software can help make it easier to comply with federal regulations such as:

- FMCSA 395.15 for onboard recording devices
- Hours of Service (HOS), MAP-21 and the Electronic Logging Devices (ELD) mandate
- Food Safety Modernization Act

Through effectively monitoring key metrics such as Hours of Service (particularly vital for long-haul trucking) and emissions, and automating due diligence such as vehicle inspection reports and fuel tax reports, you can minimize paperwork and handwritten reports while helping ensure your drivers remain in compliance with regulatory policy.

According to one study from the Upper Great Plains Transportation Institute, North Dakota State University, fines for ELD violations range from \$1,000 to upwards of \$10,000. In 2018, the reported average cost of an ELD non-compliance fine was \$2,867 and the highest fine recorded was \$13,680.

Source: North American Transportation Association (current as of 5/14/20, based on 2018 data).

6 Improve customer and driver satisfaction

Help keep your customers happy

At the end of the day, whatever your business, there's only one real way to make money. Keep your customers satisfied. With more detailed, real-time visibility into your fleet, you can offer your customers:

- Faster pickup, dispatch and delivery times
- More accurate arrival estimates—particularly useful for service technicians and utilities companies
- Higher first-time resolution rates for service callouts, as communication with the office means technicians can be better prepared for their appointments

Maintain driver satisfaction and retention

In an industry where driver shortages are a real, and growing, problem, ensuring your drivers are happy at work—and happy to keep coming back to work every day—is vital. For drivers, having more control over their daily routines is a top contributor to job satisfaction. With electronic logs monitoring how long they've worked and how much time they've got left on the clock, drivers can organize their time more effectively by communicating and collaborating remotely with their dispatchers.

Another key way to keep driver satisfaction high is to help them do away with some their everyday problems—the frustrating things that stop them working to the best of their ability. Smart fleet management can help you do that.

- Proactive maintenance—enabled by the smart sensors that monitor vehicle health on the road—means fewer breakdowns, and less time sitting at the side of a freeway, waiting for a recovery truck to arrive.
- Continuous improvement isn't just for your technology. Connected smartphones and tablets give drivers the capability to complete online training whenever it's most convenient for them. With sharper skills, you'll see better performance and happier drivers.
- And crash avoidance technology and other increasingly sophisticated onboard sensors and monitors assist drivers and also reduce physical workloads while improving engine, mileage, and mechanical performance.

With companies competing for a shrinking pool of drivers, turnover places a heavy strain on companies. According to one study from the Upper Great Plains Transportation Institute, North Dakota State University, the cost of driver turnover is three times that for U.S.-based employees and averages over \$8,000 per driver (and can exceed \$20,000 for certain fleets) due to recruitment costs, entry and exit administration, fixed asset costs and lost profits on idle equipment, safety and regulatory expenses (drug testing, background checks), new driver orientation costs, and productivity loss.





Know your fleet inside out

Managing a fleet is always going to be challenging, but with the right technology, doing the right thing for your business is a lot easier.

Find the right fleet management solutions, and they'll help you set your fleet up to continuously improve over time, building on the data you collect, and adding in innovative tools. Simply put, they'll keep you on the road to cost-savings, and ever greater fleet ROI.

Even if you're working with a mixed fleet that includes vans and trucks, there's technology suited to you.

Know your fleet inside out

It's a massive responsibility managing your fleet. So you need all the insight and intelligence technology can offer to get it right and optimize for a better bottom line.

The technology exists. But it will take your own practical sense of what makes sense for your business to use it to its full potential.

How? Let's recap:

1. **Boost productivity** and efficiency with detailed insight into your fleet, a centralized portal for managing your vehicles, and streamlined, automated back office processes.
2. **Improve driver performance** with continuously updated metrics tracking how they perform—and clear guidance on where to target training.
3. **Keep your drivers (and the public) safe** with real-time accident alerts, speed monitoring and reporting on other key metrics.
4. **Improve vehicle performance** with real-time monitoring of vehicle health, and simple scheduling for proactive maintenance.
5. **Help simplify compliance** with regulations with automatic tracking for Hours of Service, support for Electronic Logging Devices, and more.
6. **Improve customer and driver satisfaction** with improved accuracy for arrival, pickup and delivery timings, proactive vehicle maintenance, and increased control in the hands of your drivers.



Let's talk

Every organization has its own policies and requirements, so it can be difficult to know exactly what's right for your fleet.

For more information about how we can help you boost your bottom line, power your connectivity needs, and increase your ROI, fast, visit our fleet management solutions page now. Or contact your T-Mobile for Business representative at 844-983-2351.

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