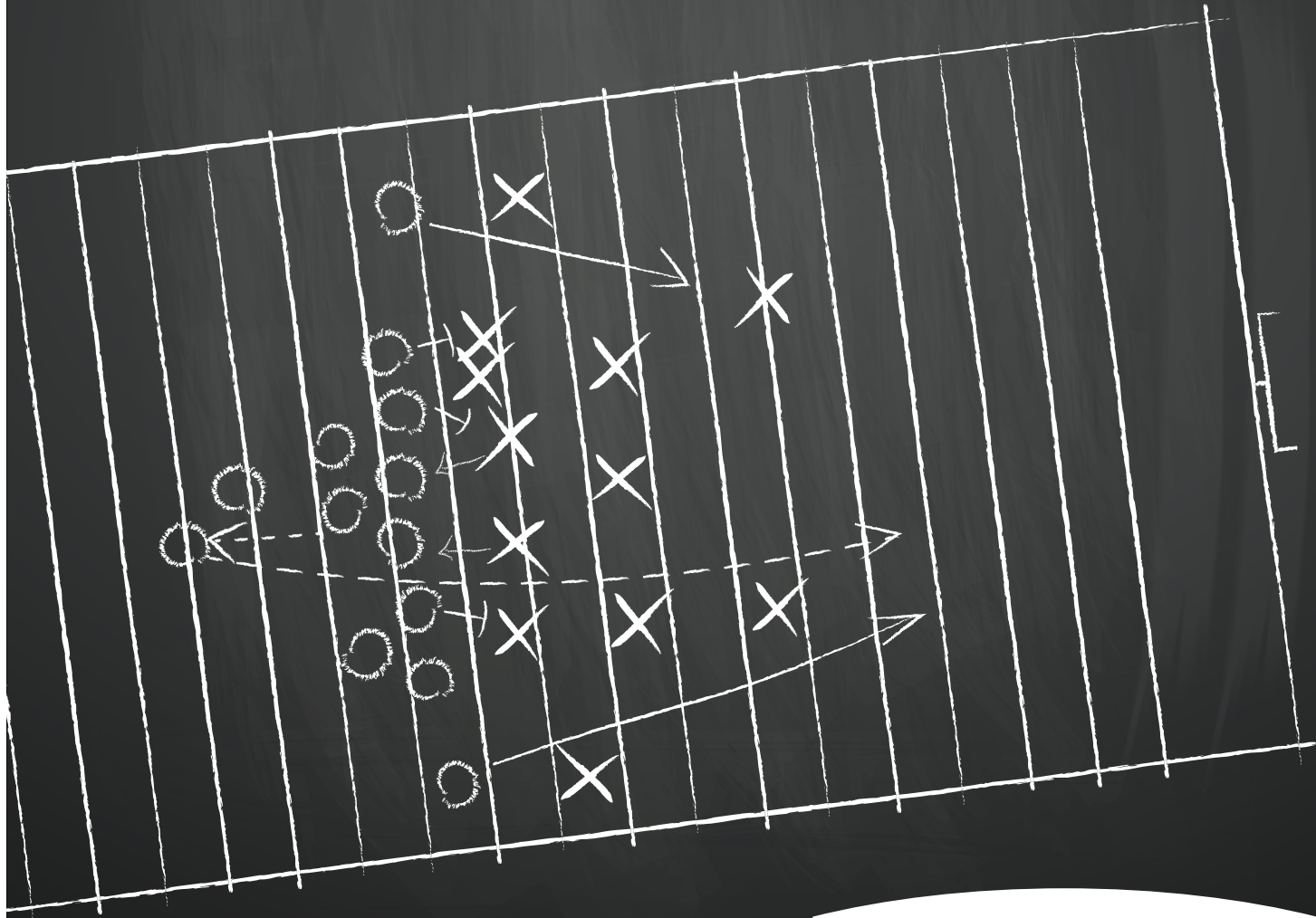


The Ultimate ELD Deployment Playbook



Across the world, sports have the power to bring people together, from the passionate fans in stadiums and in front of televisions to the dedicated players on the field. While there are many factors that go into a sports team's success, the playbook is one of the most invaluable. A playbook is a book containing the plans and strategies in place to help the team win.

Playbooks are a tried-and-true method for organizing details, defining roles, and holding necessary parties accountable in achieving goals—so why are playbooks limited to the wide world of sports?

The heavy-duty trucking and fleet management industries are no stranger to change. From new technology, like driver behavior monitoring to GPS/Telematics, to legislation like the ELD Mandate in the United States and Canada, there is almost always potential for operations to evolve. Many fleet organizations are searching for a way to streamline these changes, especially in regard to deploying an electric logging device (ELD) system to comply with the ELD Mandate.

Having resources readily available in a playbook can help make the transition a smoother ELD deployment. In this white paper, explore the items that will make an ELD deployment playbook successful for fleet organizations across North America.

Assign a Team Captain

Deploying an ELD is no small task. An organization needs a dedicated resource to help the entire team transition into the new technology. The team captain should operate as the go-to resource on the new ELDs, answering all the questions about the deployment, keeping all tasks on schedule and helping facilitate any necessary training for staff and drivers.

The team captain should also become the organization's resident ELD Mandate expert and know all the details about

the legislation. After the ELD Mandate, there are no more grey areas when it comes to hours of service (HOS) rules.

The team captain will be in charge of facilitating training to the other team members and creating informational documents, so everyone is on the same page in regards to compliance.

Involve the entire team

The team captain shouldn't be the only person involved in the ELD deployment. It's important for all team members to be involved in the deployment so no one feels lost, confused or angry about the new technology.

Drivers have a lot on their plate already, including traveling to and from customer locations, ensuring the proper equipment is maintained and accessible and staying on top of inspections and paperwork. Adding ELD technology to the mix may result in initial pushback if they are not involved in the deployment process from the beginning. Continuously reminding drivers and staff about the importance of ELDs will go a long way and keep everyone focused at the job at hand.

If the team captain faces pushback on the ELD deployment, it may be helpful to share the common benefits of ELDs with the resistant parties, including:

Reducing paperwork

By going electronic with ELDs, fleet organizations are able to cut down on paper forms and automate many time-consuming processes. This saves time, paper and helps get drivers on (or off) the road faster.

Improving safety

Keeping your drivers and others on the road safe will always be the main priority of any fleet. Driver behavior technology makes important safety data visible, including speeding, hard braking, and idling. This also helps to reduce maintenance costs and vehicle downtime.

Real-time alerts

An ELD is connected to a vehicle's diagnostic port, allowing for quick and easy access to fault codes and real-time alerts.

The team captain should always strive for open and consistent communication to all members of the team, to help answer any questions and ease concerns.

Clearly state the rules of the game

Before the official deployment of new ELD, an organization needs to update its company's HOS policies and clearly state the procedures, roles and responsibilities of all drivers and staff members involved. This will help ease confusion as the deployment process goes on. Useful items to include in these policies include:

- How the company will track driver logs
- How drivers will be prohibited from driving in violation when their hours have expired
- A plan for dispatchers to assign loads to drivers with limited hours left

Practice makes perfect

People are not born knowing how to play a sport. It requires dedication and regular training sessions to harness the necessary skills for success. When moving forward with an ELD deployment, organizations should schedule regular, ongoing training sessions on the new rules, policies, and technology. Anyone involved with the ELD process should attend these training sessions to keep HOS policy and safety at top-of-mind.

These training sessions should focus on how to use and operate the ELD device. Drivers especially need to know how to display and transfer data to safety officials and how to annotate and edit Record of Duty Status (RODS) when needed.

Some suggested topics for these training sessions include:

- How to operate an ELD
- How to troubleshoot issues
- How to schedule routes with new regulations
- How to avoid common violations

These training sessions will look different for each unique organization. The leader of the organization should be able to identify the best strategy for educating his or her staff.

Common training strategies include:

- Posting memos in the breakroom or news board
- Slideshow presentations
- Videos showing specific workflows, like device troubleshooting

Keep score with driver scorecards

A driver scorecard can help cut fleet costs on fuel and maintenance, while boosting productivity in the field. Managers are able to measure driver performance and measure it against the company's overall goals. It is important to communicate to drivers about what needs to improve and show them the steps on how to get there.

Celebrate Victories

Recognizing employees for a job well done is important for the company culture. When drivers work hard and perform at a level that helps the company, they should be rewarded for their hard work and dedication. Creating an incentive program will help motivate drivers and encourage them to follow the new procedures. Whether the incentive program involves cash rewards, gift cards, or even a special parking spot, this will go a long way to keep employee morale up and increase adaptation of the new ELD policies.

Conclusion

When it comes to ELD deployments, fleet organizations need to know the season isn't over after the first touchdown or game won. ELD deployments are a long game and everyone on the team needs to be prepared and ready for the challenge. The fleets that prepare in advance and practice the steps outlined in the ELD deployment playbook will go on to see great success.

To learn more about ELD deployments and how AssetWorks FSS can help, schedule a demo today at assetworks.com/fss

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