



# 5 Ways GPS/Telematics Can Grow Your Business

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Any time that you have to manage a lot of vehicles and equipment while also trying to process all the last-minute jobs that come in, it will get a little hectic. Trying to find the best tools and solutions for your fleet will always be at the forefront of your business. A GPS fleet tracking solution can help your business operate more efficiently, keep your drivers safer and ultimately improve your customer service.

## **AssetWorks Field Service Solutions (FSS) wants to show you five ways GPS/Telematics can grow your business.**

### **Increase communication and productivity**

Your business is growing and there are more jobs coming in. As your crews get bigger and you have more vehicles in the field, you need more than simple dots laid out on a map. You need better insight on your driver's routines. You'll want to be able to find out how long it takes them to get to each job, as well as your ability to optimize scheduling and dispatching.

By having the ability to see the location of your vehicles as well as communicating with your technicians on how far along they are on a certain job, your dispatching is available for those last-minute emergency jobs more quickly and more efficiently.

Optimizing your technicians' routes will allow you to cut costs on fuel, reduce drive time and add more jobs to the schedule.

The AssetWorks logo is located in the bottom right corner of the page. It features the word "Asset" in a dark blue font, followed by "WORKS" in a red font. The letter "O" in "WORKS" is replaced by a red gear icon. The logo is set against a white background that is part of a curved banner at the bottom of the page.

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## Understand your drivers

Have you ever really sat down and asked yourself, “Do I know how my drivers are treating the company’s vehicles?” When it comes to investing in any GPS system, the goal is to improve your drivers’ safety and improve the health of your vehicles. A GPS tracking system for your fleet will let you use real-time data to see how your drivers are performing behind the wheel.

Set up alerts to notify you when a vehicle crosses a specific threshold. Speeding and hard braking are common examples of how you can cut down on costs by seeing those unwanted traits. You can run reports on different safety data that can help improve your fleet’s overall health. You can use the insight to develop score cards to improve your drivers’ overall performance. This can help address any unwanted behavioral traits and help enforce your company’s safety practices.

## Achieve a greater ROI

Analyzing data to find out how to improve the overall lifespan of your vehicles while also improving your operations will take you further in your industry. In regard to most fleets, fuel takes up the majority of the budget. When it comes to technicians idling their vehicles, your fleet is losing out on a lot of wasted fuel. On average, idling costs a fleet \$10,215 in fuel each year.<sup>1</sup> This ultimately leads to vehicles going in for more repairs, which means less time in the field helping to generate revenue. With real-time data, you’re able to improve your fuel savings just by seeing where your drivers and vehicles are throughout the day to avoid unnecessary idling or speeding. Improving good driving habits leads to better safety and decreased liability. It will give you better peace of mind knowing that your drivers and vehicles are safe on the road.

## Integrate with your existing systems

The integration process is so important when talking about deploying a new GPS telematics system for your fleet. You’ll want to make sure the data you are receiving is able to flow into the current systems you are already using. The time that you’ll be saving from not having to enter everything manually will be worth the savings alone. Never again will you have to worry about the accuracy of the data from handwritten sheets you are putting in the system and hoping your vehicle’s health isn’t in jeopardy. That’s why when you are looking for a new GPS telematics provider, it’s best to think beyond your GPS scope and think long term.

What other information can be available from the vendor? By evaluating different application program interfaces (APIs), you want to look for something that offers a whole solution. Do you want a way to make your work orders more efficient and even tailor-made for your technicians for the jobs they’re doing? Driver Vehicle Inspection Reports (DVIR) help you reduce violations, monitor completions or lack thereof, and stay compliant. You need a technology that will send you real-time alerts on major defects that are happening to the vehicle so you can act quickly.

Integration with fleet maintenance software, such as AssetWorks FleetFocus will help get your trucks in the shop for scheduled maintenance and also alert your mechanics of any diagnostics codes the moment they arise. Finding out what vehicle needs immediate maintenance is critical so you're not overpaying down the road. As soon as an engine light comes on, you'll receive an alert that notifies you what vehicle has a problem. The reported diagnostic code can help mechanics diagnose the problem even before your vehicle makes it into the shop.

Odometer and engine hour readings reported directly from the engine control module (ECM) allow you to schedule maintenance easily and on-time to be compliant. Receiving accurate engine hours and mileage will help you cut costs down the road and boost your preventive maintenance plan. This will keep your fleet healthy and, on the road, avoiding major repairs before they happen.

How long is your bill cycle? Accounting integrations allow you to receive workorders electronically and bill customers right away. What used to take weeks can now be resolved in a matter of minutes. FSS customers will utilize the accounting API's to run reports and collect real time data without using any manual entry. You can run reports to look into operation costs, revenue, profit and more. You can take this data and analyze how much work is projected to come and how to prepare your team.

## Protect your brand

Have you ever received calls that were somewhere along the lines of, "Your technician is late to a job," or perhaps someone in the community called and said, "one of your drivers is sleeping in their truck in a parking lot?" These calls are bad for business.

It's time to get rid of the outdated phone numbers on the back of your trucks that say, "How's my driving?" and use real-time data to track your drivers' performances. Your drivers and technicians are the face of the company when they meet with your customers. The customers associate your employees with how you conduct your business. They're representing your brand and the standard that it upholds. So, if your technicians or drivers are late to a job, or not performing at the highest level, this reflects poorly on you.

GPS/Telematics not only allows you to track your vehicles and assets in the field, but it also plays a major role in customer service. You're able to locate what vehicle is the closest to the upcoming job, and what technician and vehicle would be best to perform those jobs that need a little bit more experience. Your customers will be left satisfied with a job well done and remember that in the future.

An efficient and robust GPS/Telematics system can help your fleet organization with communication, ROI, brand image, safety and future software integrations, among other things. In today's day and age, clients expect fast and stellar performance, and many want the ability to even track the drivers before they arrive at the job site. AssetWorks FSS provides a sophisticated GPS/Telematics solution, along with other important fleet software systems, to help your organization perform at its best.



**To see a demo of FSS in action,  
visit [assetworks.com/fss/demo-fss](https://assetworks.com/fss/demo-fss).**

Sources:

1. <https://www.automotive-fleet.com/325853/passenger-vehicle-maintenance-spend-increased-3-5-in-cy-2018>

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