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# Should Your Business Be Using Telematics?

Business owners are always looking to expand and maintain growth. However, in some cases, their lack of technology adoption may be holding them back.

Businesses that rely heavily on vehicle utilization and mobile assets, at some point, may find that running their organization without integrated systems is not sufficient. While some businesses may feel this stress or notice the need for innovative tools more easily than others, we have compiled 5 cues that fleet-based organizations should keep an eye out for and how telematics systems can help.

# Keep an Eye Out for These Cues

- 1 More safety issues and accidents
- 2 A need to reduce vehicle-related expenses
- 3 Concerns of misuse or abuse of vehicles or equipment
- 4 A need to improve or maintain customer service
- 5 Plans to expand or grow



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## More safety issues and accidents

As a business grows, it's understood that there are more people, assets, departments and tasks to manage. When it comes to fleet-based businesses, sometimes, when such growth happens, so does the number of issues related to safety.



**For example**, when comparing a fleet of 4 vehicles to a fleet of 10 vehicles, it won't be uncommon for fleet managers to notice more incidents reported on the road when there are more assets in movement. In some cases, this may be stressful or overwhelming as there is a new need to boost safety and lower accidents.

When this is noticed, fleet managers or owners find that turning to telematics innovations can help as the technology can not only record what is happening on the road through smart dash camera devices, but such devices can also allow for two-way communication and real-time coaching.

# A need to reduce vehicle-related expenses

Keeping costs low and productivity high is a goal for every business. However, when organizations begin to scale, this can be difficult to maintain as there are so many moving parts. This is especially true with vehicle-based businesses that have vehicle-related expenses such as breakdowns, maintenance and servicing. While there are simple ways to record and try to prevent costly hiccups such as employee documentation and manual record-keeping, there are telematics tools that do this and more. Such telematics software applications can be designed to allow for processes to be automated, documents to be submitted via the software and data to be stored electronically so it can be easily accessed at any time.

## In Brief, Telematics Solutions Can:

- ✔ Automatically calculate when preventative maintenance will need to happen to reduce costly breakdowns
- ✔ Prewarn users of possible engine errors that need to be addressed
- ✔ Record incidents that could lead to high vehicle expenses such as speeding, harsh braking or idling—all of which results in increases in accidents or vehicle wear-and-tear



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## Concerns of misuse or abuse of vehicles or equipment



Again, when your business has more assets, sometimes it can be hard to address misuse or abuse of vehicles and equipment. Luckily, similar to the above points, telematics solutions can help. Since IoT solutions automatically record and document various employee actions and activities, it can be easier to notice suspicious activity and deter misconduct. This is because since the technology automatically documents certain predetermined details, nothing will go unnoticed. So, if there is misconduct happening, the solution can detect it and create an alert for it. As well, since the solution is advanced enough to monitor for such actions, employees may feel more uneasy to act maliciously because there is a higher chance they will be caught.

**For example,** if large quantities of fuel are expensed for short-haul deliveries, a telematics solution could bring it to the attention of the manager to investigate. Sometimes, this can be false expensing of personal fuel, or even an issue with the fuel efficiency of the vehicle or behaviour of the driver.

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## A need to improve or maintain customer service

Offering high-quality service to customers should always be a goal of every business. Not only does high-quality service help solidify why a customer should continue to do work with your organization, but it can help them encourage other businesses in their industry to also work with you. So there's no reason to not do what you can to improve customer service.

Luckily, telematics solutions can help. So if you feel as though your service to customers is beginning to drop as you grow, contact a telematics solutions provider! Depending on what your goals, current processes or current offerings are, a provider can suggest what solutions could best help.



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## Plans to expand or grow

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Looking to continue to expand your business and your offerings? It's definitely time to research whether a telematics solution can help you!

With the above issues being possible when a business grows without the right resources or processes in place, some owners can't risk moving forward without a telematics solution.

Contact GoFleet to learn more about how we can help.  
[www.gofleet.com](http://www.gofleet.com) | 1.888.998.1122

