



A Beginners Guide to Fleet Tracking.

1. **What** is it?
2. **How** can it help my business?
3. **How** do I choose the right fleet tracker?

GET IN TOUCH

✓
Cut your
fleet costs
by up to **15%**

✓
Increase your
productivity
by up to **30%**

✓
Save up to
60% of your
fleet-related
time



What is **fleet tracking**?

A Fleet tracking system is a combination of:

Hardware

A tracking device, or ‘fleet tracker’, that you install into fleet vehicles. The device usually fits onto the vehicle’s battery or into its OBD port (underneath the steering wheel).

Software

A programme that receives data from your fleet trackers. The software can then show you (either on a mobile app or computer) an array of vehicle information that can help save you time, money and hassle.

With fleet tracking, your business can...



Prevent vehicle theft and misuse

1. Prevent vehicle theft and misuse.

Tracking your fleet vehicles in real time can give you a live overview of how your vehicles are being used. It is easy to see if vehicles end up in the wrong hands and, should the worst happen, you can pass your vehicles' data onto the authorities.

Spotting vehicle misuse, like drivers using pool cars for excessive personal use, is another huge benefit of fleet tracking: you can set up customised notifications that warn you when vehicles leave your premises outside of working hours.



Slash fuel and maintenance costs

2. Slash fuel and maintenance costs.

Fleet trackers allow you to find, and send out, the nearest driver to customer addresses. This, combined with being able to view route histories and identify inefficient route overlaps, means your fleet can do fewer miles in one day.

Along with vehicle misuse, you can also identify drivers that are speeding excessively and eliminate unpermitted miles and fuel-wasting driving.

3. Respond to jobs instantly.

Knowing which vehicles and drivers are parked at the office or out on a job helps you react better to incoming customer requests. Knowing too which driver is closest to customer addresses can help you get to jobs speedily and respond instantly.



Respond to jobs instantly

With fleet tracking, your business can...



Gain a clear
operational overview



Strengthen
customer service



Reduce your
carbon footprint

4. Gain a clear **operational overview.**

Fleet tracking means being able to know your drivers are where they should be and reacting to jobs more efficiently.

The software can also keep an automated record of customer appointments with arrival/departure time stamps - a particularly helpful feature for appointments where customers do not show up.

5. Strengthen **customer service.**

Through customised notifications, you can be alerted when vehicles are arriving or leaving a site and ready for the next job. Fleet tracking can therefore allow for a quicker turnaround time and, because you are able to respond to jobs more efficiently, help you serve more customers in one day.

Having fleet tracking also means being able to give customers accurate ETAs, without disturbing drivers on the road.

6. Reduce your **carbon footprint.**

Fleet tracking allows businesses to optimise their vehicles routes, restrict unpermitted mileage and prevent excessive speeding. This all helps bring down a fleet's average carbon footprint and makes businesses more environmentally friendly.

How do you choose **the right fleet tracker?**



Avoid
hidden costs



Opt for flexibility
on price plans



Choose hardware that
is free and easy to install

There are hundreds of fleet tracking providers out there and you should choose the one that gives you the best return on investment and can be installed the easiest.

Here are a few tips:

1. Avoid **hidden costs**.

A contract from a fleet tracking provider that appears “cheap” is usually unaffordable in the long term. Watch out for companies that only offer overly-long contracts that don’t include installation/de-installation fees, service calls, shipping costs, etc.

2. Opt for **flexibility on price plans**.

To make sure you do get the right contract, go for a provider that is willing to offer you a choice of payment plans. That way you can choose the type of subscription that suits your business best.

3. Choose hardware that is **free and easy to install**.

Many providers have overcomplicated hardware that require you to take vehicles off the road through the installation process. This is obviously a waste of your time and, if installation fees are not included in your contract, is a waste of your money as well. The best hardware options can be quickly installed yourself in minutes, for free.

How do you choose **the right fleet tracker?**



Choose user-friendly software



Receive reliable customer support



Get tracking technology that works well



4. Choose **user-friendly software.**

There are many fleet tracking companies whose technology works well, but whose software is way too complicated. Make sure to request a product demo before you buy a fleet tracker so you know you'll be able to use it easily on a day to day basis.

5. Receive **reliable customer support.**

Even if you choose easy-to-use hardware and software, you never know what you might need help with. The best providers offer customers round-the-clock support for free and product guides over the phone - to ensure you can set up and use everything OK.

6. Get **tracking technology that works well.**

The majority of fleet tracking companies built their tracking technology years ago and have not updated it since. That's how you end up with hard-to-use software, slow GPS refresh times and fleet tracking that constantly makes mistakes. Ensure your provider updates their technology regularly!

Explore **Vimcar's Fleet Geo.**

Here are just a few reasons why you might want to consider Vimcar's fleet tracking, Fleet Geo:

- ✓ Award-winning, **easy-to-use software**
- ✓ **Free hardware** you can self-install in minutes
- ✓ **Flexible price plans**
- ✓ In-built customer support, **available every business day**
- ✓ The market's **most accurate GPS technology**
- ✓ **No hidden costs**

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