

# Vimcar's Road To Recovery Report 2021

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The Digitalisation of SMEs,  
Through COVID & Beyond

## About the Study

Vimcar conducted this study, in cooperation with Opinion Matters and CubanEight, with a sample of 1001 senior decision-makers in companies with up to 249 employees. Together we found out how SMEs acted throughout the COVID pandemic, their outlook for the next 12 months and how they plan on overcoming future challenges.

Fieldwork was carried out between 19th-26th May 2021. Opinion Matters abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

## About Vimcar

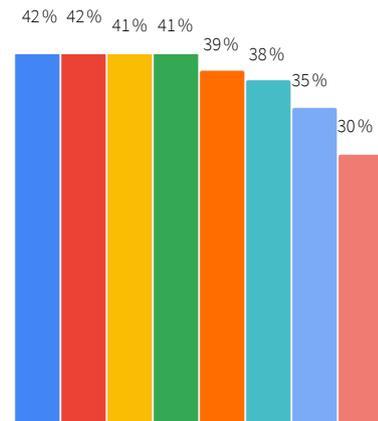
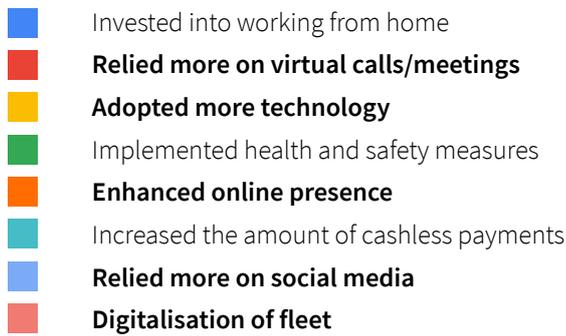
Vimcar is a leading provider of fleet software for SMEs across Europe and the UK. Its flagship fleet tracking product, Fleet Geo, offers 24/7 vehicle, driver and traffic visibility and can be self-installed in minutes, for free.

More than 100,000 company vehicles already use Vimcar's software. To find out more about its award-winning fleet tracking visit [\*\*vimcar.co.uk\*\*](https://www.vimcar.co.uk).

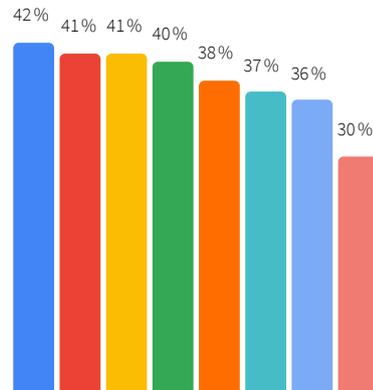
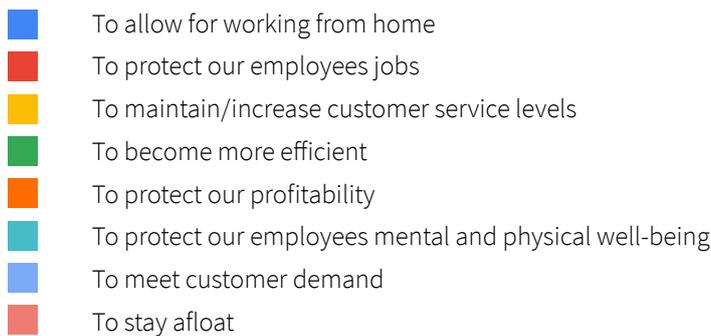
# Adapting through COVID

Unsurprisingly, 41% implemented health and safety measures. The digitalisation of SMEs also stands out here:

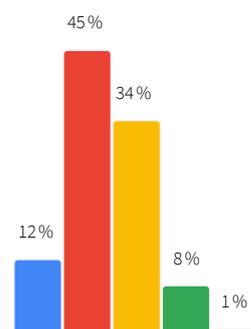
Graph 1:  
How SMEs adapted through COVID



Graph 2:  
Why SMEs adapted through COVID



Graph 3:  
When SMEs adapted through COVID

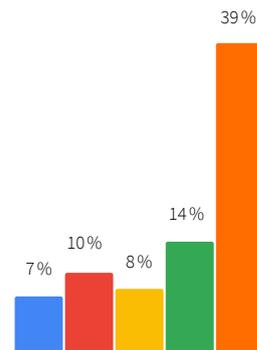


## The role of digitalisation

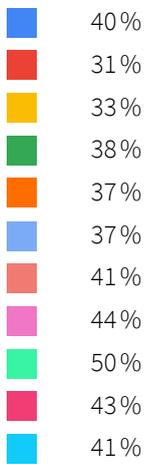
94% of SMEs surveyed agreed that adopting more technology has had a positive impact on their business.

Business owners **aged 55 and above** not only were **the most likely** to have digitalised (46% adopted more technology), they were also the **quickest** overall to adapt their business in general.

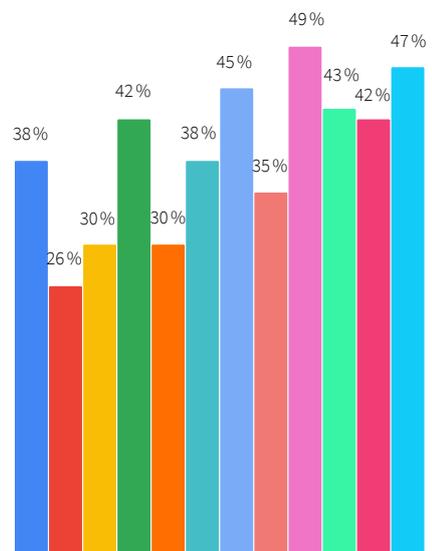
Graph 4:  
SMEs that adopted technology in  
March-May 2020, by age group



Map 1:  
Which SMEs adopted technology,  
by region

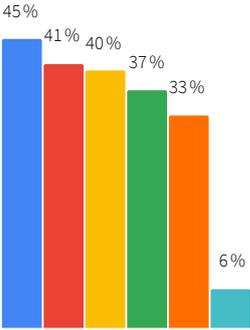


Graph 5:  
Which SMEs adopted technology  
by sector



Graph 6:  
How digitalisation has impacted  
SMEs' businesses

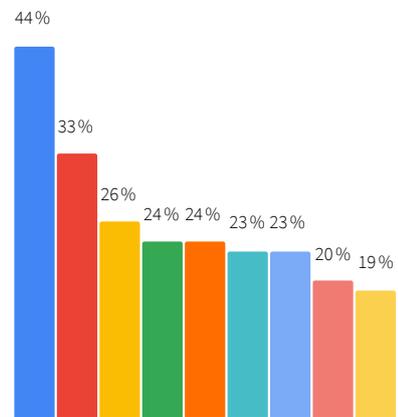
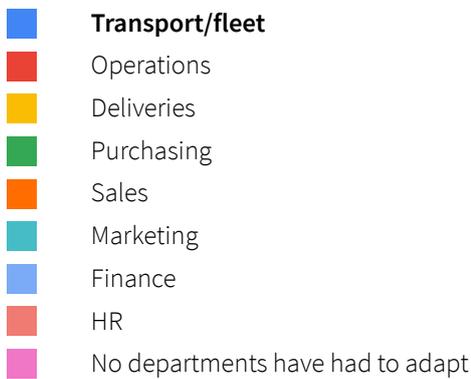
- It has made our services more efficient
- It has improved my customers experience
- It has made my employees life easier
- It has reduced my carbon footprint
- It has saved me money
- It hasn't positively impacted it



## The role of fleet management

Another stand-out issue highlighted by SMEs was the role of fleet management throughout their adaptation periods.

Graph 7:  
How SMEs had to adapt,  
by department



41% said that they needed to focus on their fleet and fleet management throughout COVID to be able to maintain/increase **customer service levels**.

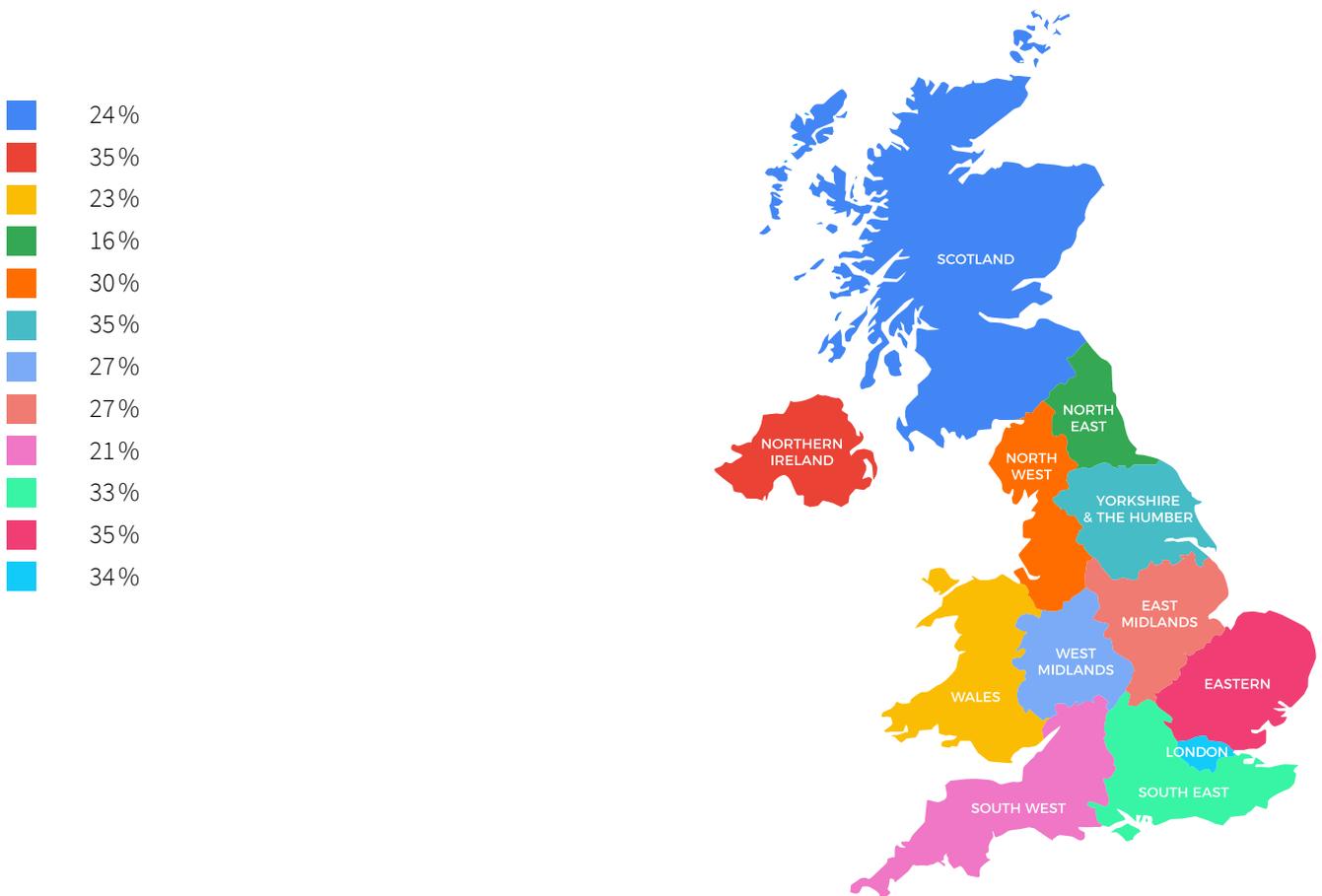
25% increased their fleet size to meet customer demand and 23% increased their fleet size because their “consumer had changed since March 2020”.

Once again, the changes in fleet management and fleets in SMEs are linked to digitalisation: a quarter of all participants are now using technology to manage their fleets.

## SMEs Road to Recovery

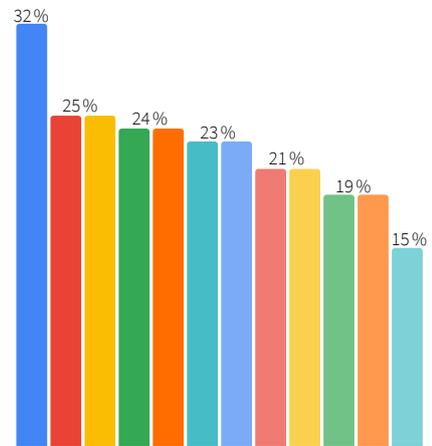
Overall, less than a third (30%) are optimistic about business growth over the next 12 months. That said, business optimism varies greatly from region to region:

Map 2:  
Business optimism, per region



Graph 8:  
The predicted major challenges ahead

- Coronavirus restrictions
- Supply issues
- Financial challenges
- High standards of consumer expectation
- Finding the right talent
- Brexit regulations
- Tech or digital issues
- Cashflow problems
- Low consumer spending
- Fraud or criminal activity targeting your business
- An unmanageable increase in demand
- I don't envisage any major challenges



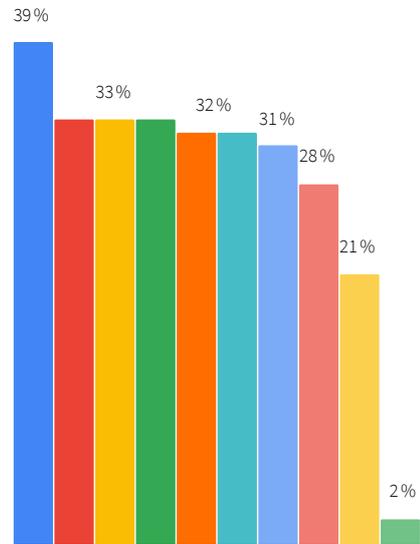
Map 3:  
The predicted major challenges ahead, per region

- Coronavirus restriction (41%)
- Coronavirus restriction (41%)
- I don't envisage any major challenges (38%)
- I don't envisage any major challenges (34%)
- Coronavirus restriction (38%)
- Coronavirus restriction (48%)
- Brexit regulations (28%)
- High standards of consumer expectation (25%)
- I don't envisage any major challenges (41%)
- Coronavirus restriction (35%)
- Coronavirus restriction (39%)
- Coronavirus restriction (30%)



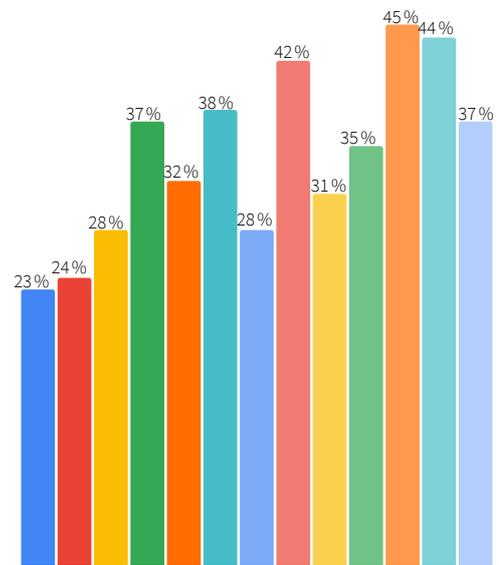
Graph 9:  
How businesses will try and overcome those challenges

- **Invest in the best technology possible**
- **Install a fleet tracker**
- Invest in customer service teams / tools
- Invest in operational efficiencies
- Invest in the best security
- Invest in employee engagement tools
- **Invest in fleet management**
- Invest in to ecommerce
- Invest in telesales
- Not sure

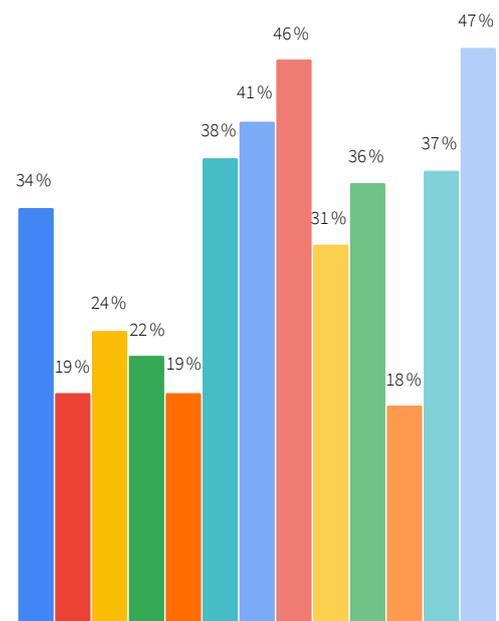


The graph above highlights the importance of digitalisation over the next 12 months. It also shows the expected importance of fleet management in SMEs' recovery.

Graph 10:  
Who will install a fleet tracker in the next 12 months, by sector



Graph 11:  
Who will invest in fleet management, per sector



**If you are one of the businesses thinking about fleet tracking, then please do get in touch with us, or download our product brochure:**



Download the full [Fleet Geo Brochure](#)



Book an [expert consultation](#)



**vimcar.co.uk**  
**fleet@vimcar.co.uk**  
**+44 2039 664566**