

Introducing Fleetistics to Employees

Now that you have purchased your new Fleetistics GPS System it is time to introduce it to your employees. It is not secret why you purchased our system: Increased driver efficiency, improved route management, increased time savings, automated odometer readings, reduced fuel consumption, driver safety, etc. The question is how do you communicate those reasons to your employees? How do you get them to see that your new system will also benefit them?

We've put together the following topics to help you introduce the system to your employees. We suggest breaking down your presentation into four main points: Introduction, System Explanation, System Benefits and Question & Answers:

Introduction:

Inform your employees that your company will be instituting a new fleet management system to keep up with current technologies. This technology will allow the company to maintain a competitive edge in today's fast paced business environment, resulting in increased efficiency and a positive impact on the company's bottom line.

System Explanation

Describe the units in the vehicles, the user interface, and the activities the system will record (speed, mileage, distance, stop time, stop duration, vehicle route, etc.). Feel free to show some sample reports.

System Benefits

Provide an overview of the benefits the system will provide -from decreased fuel costs, driver safety to better route management, automated odometer readings - but also discuss in detail the direct benefits to employees. (See Employee Benefits).

Questions and Answers

Open the floor to questions. If someone asks a question that you can't answer right away, tell him or her you'll find the answer and get back to him or her. Feel free to invite me to the meetings. If I can't make it in person, I can be there by phone.

The following is an example of how a company might introduce our system to its employees:

Thank you all for joining me today. I know we all have a lot on our plates right now and time is in short supply around here. But I think you'll find this meeting a productive one.

As you are aware, we have recently deployed a telematics solution in our fleet. This system brings many features to allow us to better manage our vehicles. Some of the many values are:

- *Automated reporting of odometer reading. It is our desire to eventually eliminate the need to have odometer readings reported manually.*
- *Maintenance reminders which will enhance our current ARI system.*
- *Fuel report integration that allows us to better understand how we are using fuel, and where we have potential to save fuel.*
- *The ability to better investigate citizen reported driving issues.*
- *Enables us to reward great driving behaviors and coach poor driving behaviors before an issue arises or an accident occurs.*
- *Keep our fleet on the road, not broken down on the side of the road.*
- *Improve efficiencies in the utilization of our vehicles.*

These are only a few of the many benefits the telematics solution brings to our department. We now have access to the very rich data new vehicles allow us to capture. This brings us into the 21st century of technology.

Do's and Don'ts

There is no "magic formula" for introducing our GPS system to your employees. However, our experience has identified a few "Do's and Don'ts" to follow:

DO:

1. Try to introduce the system in a group meeting or other personnel communication. By calling a personnel meeting (or a series of small group meetings, depending on the size of your organization), you will give employees the opportunity to learn about the system first-hand rather than through word of mouth. It also allows them to have all their questions answered from top management.
2. Keep the meetings and correspondence upbeat and positive. You may be installing the system because work isn't up to par but communicating this to your drivers will automatically put the system in a negative light. Talk about things you feel the company will be able to improve upon because of the new system and be sure to include the positive benefits for employees (See Talking Points).

3. Establish a way for employees to provide feedback and have their questions answered once the system is in place. Encourage e-mails or memos or create a comment box through which employees' concerns and suggestions can be heard.
4. Recognize all positive changes and improvements you see once the system is up and running. Whether it's a gift certificate or cash bonus or a congratulatory certificate, be sure to recognize and reward desired behavior. This will clearly demonstrate to employees that the system provides benefits to both the company and the individual drivers.

DON'T:

1. **Don't** install the system before informing your employees. You may be tempted to install the units without employee knowledge, simply to track work or establish a benchmark by which to determine the system's success. However, the headaches and potential employee backlash usually aren't worth it. If employees know about and understand the system from the start, efficiency starts rising from day one. Moreover, being open and honest builds trust with even the most critical employees.
2. **Don't** hide information about the system or evade tough questions. It's important that employees understand the system and what it's monitoring to get the results you're seeking.
3. **Don't** expect all employees to immediately embrace the system. It's human nature to react to workplace changes with some uneasiness and distrust, and you may never win everyone over. Once employees understand what the system is designed to do and start to see increased efficiency and timesaving throughout the fleet, most will accept it and work to improve their performance. It's been our experience that good workers, the ones you want to keep long-term, welcome the system, as it recognizes their strengths and reinforces their contributions to the company.

Tough Questions & Answers

Having helped many companies implement our GPS Systems, we know there will likely be some tough questions you'll have to face. A list of the most frequently

asked “tough” questions are below. While many of the answers will be based on your company’s policies, we’ve given some guidelines for communication.

Q. Don’t you trust us to do our jobs?

A. Absolutely. We trust you. Driving a vehicle and selling, servicing, and delivering our products are huge responsibilities and that's why you're part of our team. We're installing this system to help us better manage the entire fleet, not just a single truck. It will give us an overall picture of how the fleet is operating and will point out areas that we could improve on as a company. We see it as a very positive change, and we think you will too.

Q. Is this legal? (Consult your legal counsel.)

A. Yes. The system is simply tracking the vehicle's progress throughout the day and providing the same information that we'd get if we were to ride around with you on your calls or asked you to write detailed route reports with delivery times and mileage.

Q. Exactly what will this system monitor?

A. The system will track when the vehicle starts in the morning, where and when it stops, how long it stays at each location, the speed it's traveling between points, how long it idles during the day, total number of miles driven, and when the equipment is turned on and off (or lift gate or other custom event).

Q. What happens if we get caught speeding by “The System”?

A. (Company Policy)

Q. What if we have to make personal stops?

A. (Company Policy)

Q. How do I explain something that happens and may not appear to be company related?

A. (Company Policy)

Q. What if I need to go out of my way to avoid an interstate traffic jam?

A. (Company Policy)

Q. What if the system malfunctions and provides bad information and I get blamed?

A. (Company Policy)

Q. Will I get to see a copy of my truck's report?

A. (Company Policy)

Employee Benefits

The strongest method for easing the introduction of our GPS system is to outline the primary benefits the system provides to your employees. The following are some of the employee benefits that have already been reported by Other GPS Fleet customers:

1. Higher Customer Retention

For service drivers, retaining current customers is a high priority. In several cases, the detailed reports our system provides leads to higher customer retention numbers. Simply put, customers like to see proof that service was completed on time, and by providing that proof, you keep your customers and your commission.

2. Protection Against False Claims

Our GPS system provides irrefutable data showing when and where each vehicle has traveled, providing protection against false accident claims and reports of late arrivals at scheduled appointments.

3. Service Time Tracking

Fleetistics GPS system provides electronic verification of service time, providing drivers with "back up" in case of customer challenges. (Proof of services rendered)

4. Hands-free Mileage Log

The GPS system provides an accurate, hands-free mileage log, saving valuable time.

5. Vehicle "Take Home" Policies

Because evening and weekend use can be monitored, some companies are now able to allow employees to use fleet vehicles after-hours. This saves many employees and the company's valuable time and fuel.

6. Increased Company/Agency Profits

Increased savings and company/agency profits translate into better 401(k) results, better maintenance programs to minimize on-the-road problems, replacement of aging equipment, etc.

7. New Incentives

Because our GPS system allows you to measure performance efficiently, you can create new incentives based solely on productivity. It is amazing to see the changes in performance once drivers take the competitive spirit to heart. Before you know it, they will help you find new ways to bring in revenue.

8. Increased Driver Safety

Financial gain isn't the most important benefit for drivers. Driver safety is on the top of the list. In cab driver alerts curb unsafe behavior and safety scorecards reward drivers for good driving behavior.

9. Improved Driver Moral

With the use of Fleetistics GPS system driver accountability isn't an issue any longer. You now have a tool to "catch your drivers doing something good" so you can enhance their performance and self-esteem. Good drivers are usually reluctant to report their inefficient counterparts. In many cases, good employees wind up carrying the burden of the "slackers". This has an adverse impact on morale. You now have the tool to deal with unproductive drivers.

10. Hire Better Drivers

When interviewing let potential new hires know that you utilize GPS tracking. If someone has an alternative agenda or feels they cannot operate with GPS tracking, they will turn down an offer or not show up. It is far better to know at this point that they will not work out, than after 6 weeks of training.