

**ASCENT FLEET
SERVICES**



Fleet Management

The Official eBook

How GPS Tracking Can Make Your Business More Profitable



INTRO

No business runs itself.

The right tools and the right people are essential for any business to be successful. With lots of moving parts in fleet operations, it's easy for small things to get overlooked and even the best business owners and fleet managers can't be expected to know every single detail about their fleet or have all the necessary data to quickly make informed decisions. This is where GPS fleet management systems and data analytics come into play.

Data analytics can help your business identify issues that they may not be aware of and make objective decisions based on the actual data their fleet is providing. It's like tracking calories if you are trying to lose weight, but more fun!

The More Data You Have, The Better Off You Are.

In this eBook, we will show you how a powerful fleet management solution can help your business become more profitable. We will cover topics such as how to lower fuel costs, how to meet sustainability goals, identify operational challenges, and how to get more accountability from your employees. We will provide real world examples of how some customers used fleet management solutions to improve their overall businesses.

By the end of this eBook, you will have a better understanding of how fleet management solutions work and how they can make your business more profitable by managing the details and trends of your fleet.

This content covers a wide range of information that can give you insights how other companies used this tool to solve operational challenges related to Maintenance, Accountability, Compliance, Efficiency, Revenue and Safety.

If there's anything else we can do to equip you for success, please feel free to contact us.

Ascent Fleet Services



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How GPS Tracking Can Grow Your Business

GPS technology is everywhere. Take a close look at the vehicles around you during your next drive. Notice the delivery trucks, pest control trucks, government vehicles, construction trucks, big rigs, and numerous other "commercial" vehicles?

More than 50% of them are equipped with GPS tracking. There's a reason so many businesses use it. It increases their bottom line by cutting costs and enhancing customer satisfaction. That means huge potential for business growth.

"The more data you have, the better off you are," said Joshua Foster, executive director of Zap Termite and Pest Control in Sacramento, Calif.

Businesses can use the data to address fleet Accountability, Compliance, Efficiency, and Safety. GPS technology can also help you identify current challenges, notice trends and avoid future problems.

And when you identify those problems and fix them, it can save your organization thousands of dollars and turn those earlier challenges into strengths.

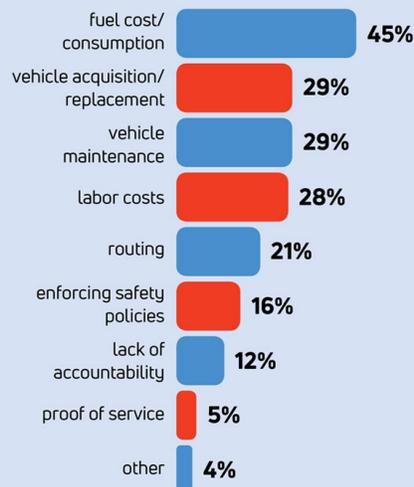
We have concrete examples to show how this works for organizations of all sizes. In a recent survey, businesses shared their experiences with using GPS technology to manage their fleets.

Participants voted Fuel Cost and Consumption as the biggest challenges to their fleet businesses.

There's a solution to every one of these fleet challenges: GPS-based vehicle management software. Also, many of these challenges link to each other.

For Example: Providing data that makes drivers slow down keeps them safer and reduces risk of accidents. It enforces safety policy while also reducing fuel consumption. And slowing down reduces vehicle wear-and-tear which in turn requiring less maintenance trips.

Top Fleet Management Challenges



Number of respondents: 338; Source: PCT 2019 State of the Fleet Market survey; Responder could select more than one answer

Only 2% of the survey participants are unlikely to recommend GPS to other organizations.

The remaining 98% said GPS technology gave them a quick ROI and helped resolve lots of pain points. Some found that GPS tracking is integral to their success.

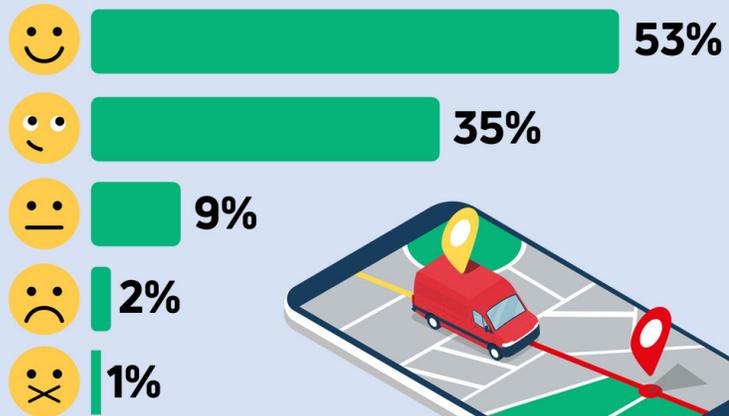
“It’s something I wouldn’t go without,” said Jimmy Arnold of Georgia-based Peachtree Pest Control.

Of course, the technology itself isn’t the only key. In this chart, the responses show that customers need to be happy with the company providing their GPS tracking. They want quality support for software and hardware.

Some technicians and drivers view GPS technology as Big Brother... at First. But the survey responses show that it’s possible to get their buy-in. The key is how organizations implement their GPS system. Two-thirds of those surveyed made a special effort to outline the benefits.

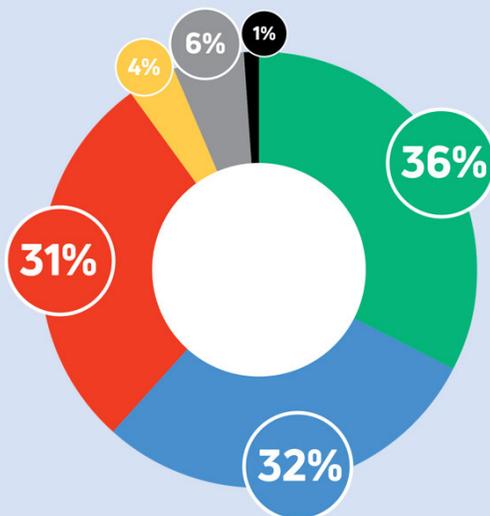
If businesses show their employees how GPS tracking can benefit them, they will be more likely to support it.

Overwhelming Thumbs-Up for GPS Technology



Number of respondents: 116
Source: PCT 2019 State of the Fleet Market survey

Employees Weigh In



Respondents could select multiple responses; Number of respondents: 116; Source: PCT 2019 State of the Fleet Market survey

“Like anything else, you don’t want to just hammer the guys who aren’t performing,” said David Cooksey of McCall Service. “You want to reward the guys who are performing.”

One piece of advice we hear frequently is to use GPS tracking to help your employees. If their first interaction with the technology is a reprimand, it sets the stage for a confrontation between management and drivers.

On the other hand, using it to reward good driving behavior sets a positive precedent for a smoother buy-in.



No organization is too small for GPS tracking. Even with a small fleet, you'll gain insights into vehicle use. You'll track maintenance more effectively. And you will be able to do more work with the same number of people, in the same amount of time. That's exactly what a small organization needs.

The 53% of organizations that don't use GPS tracking say it's because they're too small. Yet 39% of respondents had fleets of 2-4 vehicles. Only 12% percent had more than 25 vehicles. That means GPS tracking is scalable.

Efficiency and maintenance are also critical to smaller businesses. GPS can address both issues and enhance customer service. Customers will get proof of service and more-accurate ETAs.

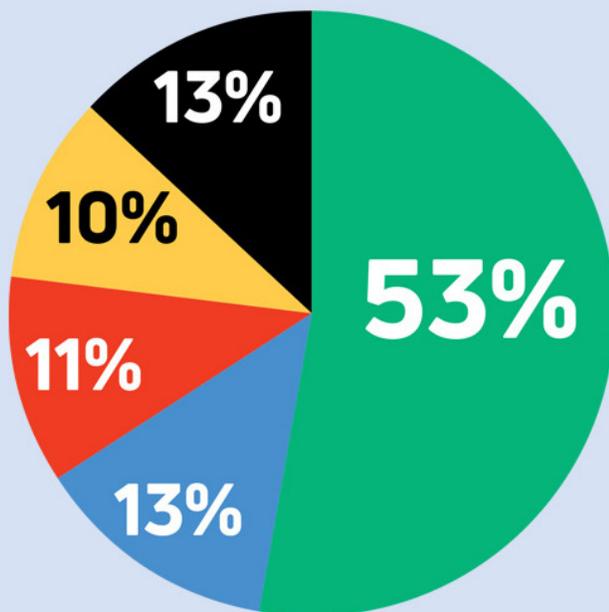
Customer reviews are essential to businesses, so that's a huge potential boost for smaller organizations.

On the other end of the spectrum, a very large organization can use GPS technology to make sure no customers are slipping through the cracks. It's easy to overlook a small percentage of customers when you operate on a much larger scale, but it's not good for ensuring repeat business.

"I think GPS is a good tool to use whether you're a small fleet or whether you're a large fleet", said Scott Davis of Pest Pro Pest Control, which has two service vans.

"We all have those risk exposures, no matter who you are."

Does Every Organization Need GPS Technology?



- don't need it (e.g., no other employees)
- don't believe it will help
- need to do more research
- don't have the budget
- other

Number of Respondents NOT using GPS: 222;
Source: PCT 2019 State of the Fleet Market survey



How GPS Tracking Benefits Your Vehicle Health

Have you ever considered how GPS tracking benefits the health of your vehicles? Potentially saving you Thousands of dollars from costly and unexpected repairs.

We all know things can get away from us, and a GPS solution can automatically track your vehicle's last oil change, tire rotation, smog check, brake inspection, transmission flush, mileage and more, so you don't have to worry about it.

Even well-organized businesses overlook one – or even more – of these routine services at one time or another, though. GPS tracking can help you manage all your vehicle maintenance, track and manage excessive maintenance costs and reduce the odds of breakdowns and disruptions to your business.

Improved Maintenance Scheduling

One of the most-important GPS tracking benefits is the ability to run a cleaner and healthier fleet.

The maintenance scheduling module allows fleet managers or maintenance managers to easily track maintenance services.

By using the maintenance scheduling module, you'll receive a reminder when service is upcoming or due. You can also run a report to see an overview of upcoming or overdue maintenance across the fleet.

Automatic maintenance tracking within fleet software will help prevent breakdowns. These breakdowns lead to lost business, time wasted getting vehicles fixed, and paying your techs for unproductive time.

An In-Depth Fleet Utilization Report

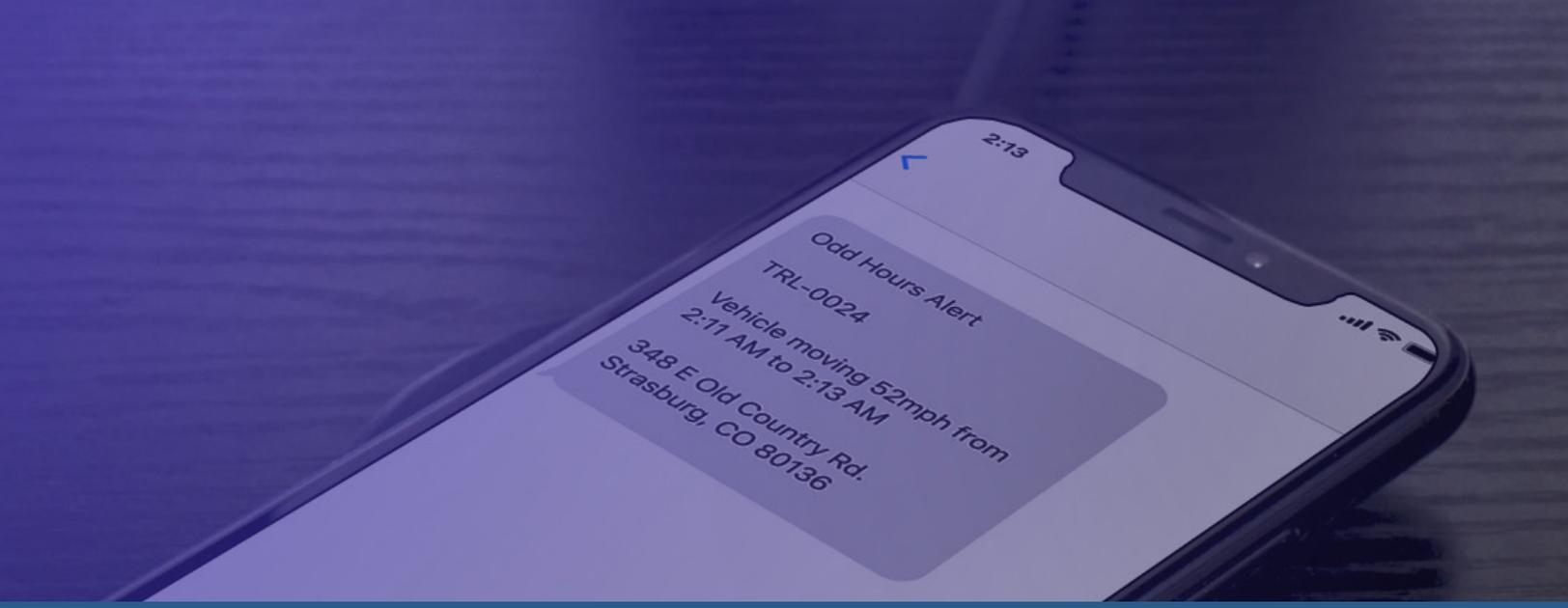
You can also increase the lifespan of your vehicles by balancing how often you use them. Which vehicles to replace. Tracking software offers insights into how frequently your vehicles are on the road so you can make the necessary adjustments to distribute the workload.

A fleet utilization report can give you information such as how many trips each vehicle has been made, days utilized, engine hours, total distance, and even which employees are driving which vehicles. These are just a few examples of how GPS tracking makes fleet management easier for you.

Get GPS Tracking Benefits for Your Fleet

Maintenance scheduling, automated reminders, repair cost tracking and overview reports are proactive ways of keeping your vehicles in prime condition. That means getting more work done, keep costs low and making your customers happy.





Top 5 Most-Common GPS Tracking Alerts from Our Customers

Our customers use GPS tracking for a variety of reasons, but they all have one thing in common: they want to be alerted when something happens.

Here are the five most-common GPS tracking alerts that our customers set up.

Each of these alerts is a great choice for meeting safety and efficiency goals. Together, they provide a solid set of data that can upgrade your fleet management efforts.

Odd-Hours Alert: 48%

Nearly half of the alerts our customers receive are for the Odd-Hours Tracking Alert. This can tip fleet managers off to unauthorized use of company vehicles. If your company allows drivers to take their fleet vehicles home, they might be using them for side jobs or even just running errands with them.

Either way, that can cost your organization money by burning fuel, **being late to customer jobs** and increasing wear and tear. That can even impact your vehicle life cycles and procurement plans.

Odd-Hours Alert ×

Alert Title:

Data Source: [Select Data Source](#)

Notification: Web Portal
 Manager App
 Email
 Text

Separate by commas to add multiple.
 In-Cab

Notification: Only send alert once per off-hours time span

Active: [Yes](#) [No](#) [Apply Date](#)

ADVANCED OPTIONS ^

Active:

Su	Mo	Tu	We	Th	Fr	Sa
<input checked="" type="checkbox"/>						

-

Use different times for some days

Landmarks: [Ignore](#) [Inside](#) [Outside](#)

Landmark/Group:

One Time:

Repeat Delay: Minutes

[Previous](#) [Create Alert](#)



Speeding Alert 75 MPH+: 15%

Speeding can have big repercussions for your organization. It can increase insurance rates (no insurance company likes speeding tickets) and tarnish your brand name. Plus, speed is a factor for many accidents.

And driving more than 75 mph is a sure way to decrease your vehicles' gas mileage. Most vehicles are designed to be their most-efficient at around 55 mph.

Plus, only interstate highways have speed limits of 75 mph. If your drivers are going that fast, there's a good chance they're doing so on roadways with far lower speed limits. The Speeding Alert is a great way to discover bad driving habits.

Landmark Alert: 7%

Our customers often create landmarks using our software solutions. You can use landmarks for repeat customer locations, depots, or even no drive zones.

The Landmark GPS Tracking Alert provides great insights for fleet managers, and they're customizable to every fleet's needs. And it's an effective method for ensuring that your drivers are using vehicles for the right purposes.

Diagnostic Trouble Code (DTC) Alert: 6%

The Diagnostic Trouble Codes Alert can tip fleet managers off to maintenance issues and even fuel usage.

This alert can even help drivers and fleet managers determine if the trouble code is a minor issue that can be handled later, or an emergency that requires them to pull over immediately.

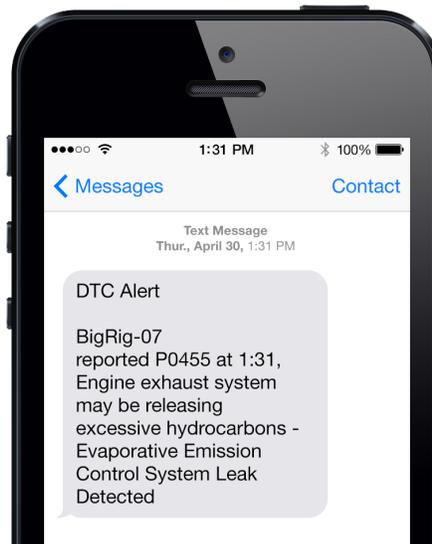
The fuel usage function is even more accurate when paired with a fuel card integration.

Posted Speed Limit Alert: 4%

Going 75 is one thing, but what if you are going 65 in a 30? This alert lets you know when drivers exceed the speed limit by a certain threshold based on the local speed limit.

You can set the speed threshold as the speed limit itself. Or you can give them some leeway – maybe 5-10 miles per hour above the posted limit, for example, just nothing too crazy.

Also, you can have the system tell the driver to slow down if it continues.





How Fleet Software Can Reduce Fuel Costs

Adding up to \$90 billion in 2016, diesel fuel is the second biggest cost for fleets, after drivers themselves. It's also the easiest cost to trim, thanks to a handful of inefficiencies that cost commercial motor vehicles in the US billions in waste every year. Fortunately, fleet software can reduce wasteful fuel use. Before we get into the solution, let's check out some of the habits that are making your fleet waste fuel – and how much that can cost you.

Annual fuel use averages will depend on the type of vehicle. At 11,242 gasoline gallon equivalent (GGE), transit buses average the most fuel used per year, closely followed by Class 8 trucks at a yearly average of 10,739 GGE, according to U.S. Department of Energy data.

So, what exactly contributes to higher fuel costs? And how much wasted fuel can a fleet manager realistically cut down on, to reduce their overall fleet management costs? These are the top ways trucks will waste fuel –and money– this year and beyond and how to fix it.

Speeding

According to the American Trucking Associations (ATA), **a commercial truck driving at 75 mph uses up 27% more fuel than one traveling at 65 mph**, thanks to stronger wind resistance. The cost of this extra fuel burn adds up fast

– much faster than any time savings a truck might make by driving at that higher speed. **For example:** over a distance of 50 miles, that 10mph increase from 65 mph to 75 mph will only save a driver 6 minutes and 9 seconds.

A fleet that wants to save fuel can choose to monitor its drivers' speeding habits through fleet management software (FMS with GPS tracking) Of course, fast speeds can't be unavoidable when following the flow of traffic, but figuring out a healthy target speed can still account for the majority of that 27% in fuel savings.

Harsh Braking/Accelerating

After speeding, the next biggest fuel waster is stop-and-go braking and accelerating. Once again, this fuel waste isn't entirely avoidable, as both traffic congestion and hilly regions will naturally have drivers' feet reaching for the brake more often. However, researchers at the Department of Energy's Oak Ridge National Laboratory estimate the impact of harsh driving on fuel economy to be between 15% and 30% for highway speeds and 10% to 40% in stop-and-go traffic.

Harsh driving can be tracked with the accelerometer in an FMS hardware unit. Using cruise control (when possible) can also cut down on excessive starts and stops savings thousands in fuel over the course of the year.



Idling

While excessive idling isn't as bad as speeding or harsh braking, it still wastes gas to the tune of between a quarter and a half-gallon per hour, depending on engine size and A/C use. The solution is easy: Shut off your engine when your vehicle isn't in motion. Starting the engine only uses 10 seconds' worth of fuel, as the Argonne National Laboratory found in 2015.

In other words, if your vehicle won't be moving within the next ten seconds, you'll cut fuel use by turning it off. The practice can boost fuel economy by 4–5%, one guide from the Department of Energy notes.

Once again, an FMS can track idling times, letting managers know when their fleet might be able to cut back and save thousands on fuel.

How to Reduce Fuel Use in Your Fleet

There are many other ways to improve a vehicle's miles per gallon, from changing the weight of cargo, to A/C use, to proper tire inflation. However, the EPA has identified the three issues listed above as the biggest needle-movers for avoiding excess fuel use. Speeding, Harsh Driving and Wasteful Idling.

It's difficult to put a hard number on the amount of fuel any given vehicle could avoid using in a year. Factors like the ratio of highway driving to stop-and-go traffic can be tough to estimate but not impossible, while regional topography can't be avoided.

However, by combining the multitude of ways a fleet management system can improve a fleet's fuel efficiency – including the three main methods outlined above – the average vehicle can reduce fuel waste by a minimum of 10%, and by as much as 30% in a given year!

Here's what that percentage looks like as potential annual cost savings for a class 8 type of vehicle, given their average annual fuel use in gallons (and assuming a national average gas price of \$3.56 per gallon).

Or, to put it another way, this is how much each type of vehicle will waste this year by not using an FMS in the following example:

RESULTS MATTER

Fleet Software Reduces Fuel Use

The average Class 8 Truck costs \$27,491.84 to fuel up over the course of a year. By using a GPS fleet management platform and simply accounting for the top three biggest fuel wasters (Speeding, idling, and Harsh Braking/ Accelerating), that same truck's fuel only costs \$19,244.29 across an entire year — saving them almost \$8,250 per vehicle per year!

For a fleet of 50 trucks, that adds up to an annual wastage – or Savings – of over \$412,000 on fuel for that year alone! That is almost a 900% ROI!

That's a huge return on investment that shows you how fleet software can reduce fuel costs. As you can see, if used properly, a fleet management system can pay for itself many times over all while improving your fleet safety and overall operational efficiency.

More Benefits of Fleet Software

One of the biggest benefits of fleet software is how it can help employees. It can exonerate them from traffic violations, prove that they got their work done, and cut down dramatically on their paperwork. Those are just a few of the benefits organizations notice when switching to fleet software.

Organizations can also safeguard their brand using fleet software. Think of every vehicle in your fleet as a moving billboard that advertises your organization to the entire community. Without a fleet management solution to have your back, your community could conclude that you don't care how your drivers behave on the roads or even if they may be speeding through school zones. And imagine if they see one of your vehicles involved in a crash?

On the other hand, while using a GPS solution, drivers have the benefit of coaching and using actionable feedback that can put your organization's best foot forward, help reduce accidents, keep customers happy and help lower insurance premiums.

Besides not speeding, there's also reducing wasteful idle times and more-efficient route planning to help with managing fuel costs. With fleet management systems in place, you'll be able to identify certain steps that will use less fuel and lower your carbon footprint at the same time.





How to Decide If GPS Software Is Right For Your Organization?

GPS tracking software solves many challenges, from driver accountability to improving efficiencies and safety. If you believe tracking software can help solve your challenges, here's how to find the right one.

Identify How GPS Tracking Can Solve Your Challenges

The first step to making the business case for any solution is identifying the problems. Depending on the size of your organization and your position- upper management may not even be aware of every day or long-standing issues within the fleet. This is your chance to bring it to light and provide a solution.

It's important to lay out how your fleet needs to improve and what steps you need to take to get to your desired results. The easiest and best way to track all those moving parts is with GPS software. It will help you achieve your goals easier with a clearer objective in hand. **For example:** Introducing a new safety initiative to help reduce the number of accidents.

Test-Driving a GPS Tracking Solution

One of the easiest ways to make sure the system is right for you is testing it on your fleet. Some providers offer pilot programs where you install devices on a select few vehicles and assets within your fleet for a specified amount of time to gather benchmark data for you to see the proof of the technology and that it is the answer to help overcome your challenges.

It's also an excellent chance to test out and see if the GPS tracking provider can do what they say they can.

Getting a benchmark of data at the beginning of the pilot to reflect current fleet performance will provide evidence that there are problems that need solving and which problems to solve. During the pilot, you can put the GPS tracking software to work by addressing these challenges.

Choosing The Right GPS Tracking Solution

At the end of your pilot, you will have the data you need to demonstrate how GPS software can solve these issues. Using the data you gathered, you can then extrapolate how much you can save per vehicle across the fleet in each measured area.

Analyzing the expected Return on Investment (ROI) using your own data can help positively reinforce your decision and make sure this is a right fit for your organization.

Showing how you can hold drivers more accountable, increase operational efficiency, and provide a safer work environment across the fleet will be just the start of the many benefits of implementing a GPS management solution can do for your organization.





Trailer Tracking - Is It Right For Your Company?

If trailers that are not moving, they are not making you money. The trailer tracker might be the most-overlooked tool in fleet management. Many organizations focus on their vehicles and powered assets, which is a great first step, but trailers and their contents are also valuable components of your business.

Why would I want to track my trailers?

Simply stated. Trailers are often stolen. Using GPS allows you to check their locations, get alerted when they move at night, Temperature and humidity sensors, door open sensors, verify drops/pickups, and much more. And the solar-powered trailer trackers won't require new batteries. In short, a trailer tracker addresses accountability, compliance, safety, and efficiency.

How does a trailer tracker work to verify location, drops, and pickups?

Trailer tracking devices use GPS and cell networks or satellite networks.

This allows them to provide information including real-time and historic location and time spent for drop-offs and pickups. This data can ensure that drivers don't make unauthorized stops or detours with trailers.

Depending on the refresh rate setting of the installed trailer tracking device, a manual ping will give you the approximate location of a trailer. Typically, refresh rates update at intervals of a few times per day, or even once daily. Some can also be motion based. This also depends on the type of device.

Can I use GPS to locate my lost or stolen trailers?

Trailer tracking can locate lost or stolen trailers as well as pinpoint the location of trailers incorrectly parked. A trailer tracker can even help identify illegal behavior that could result in lost trailers or vehicles, wrecks, and stolen goods.

Can I see which trailers are used the most/least?

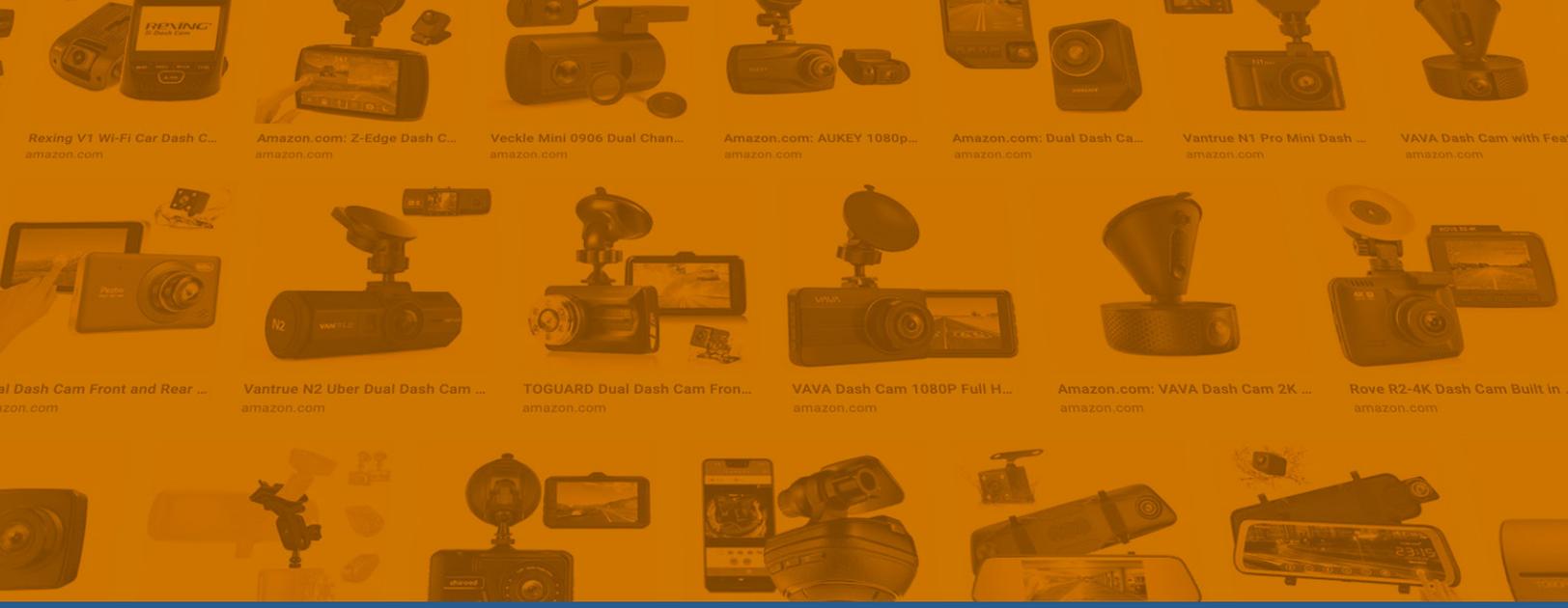
Utilization reports show details of how much you are using your trailers. Filtering by underutilized trailers, daily trailer utilization, miles, and trips provides insight into which trailers your organization uses most and least often.

How can I use GPS for maintaining my trailers?

Having a powered GPS tracking solution allows you to stay on top of preventative maintenance for all your operation's vehicles, trailers, and other mobile assets. By creating a maintenance schedules and setting reminders, you can automatically alert your team when a trailer's maintenance date is approaching, due, or overdue.

And with fleet maintenance reports, you can review and make sure each trailer receives the maintenance they need.





The Great Debate: Smart Cameras vs Consumer Cameras

Right now, many people are asking if they should get a dash cam online. Our answer? It depends.

If you want a dash cam for your personal vehicle, ordering one from Amazon or your favorite online store might be perfect. But if you want real insights for a business with a fleet of vehicles and don't have time to manually download and review footage from wifi, no mere dash cam will deliver.

Consumer Dash Cam vs. Smart Fleet Camera

When to get a consumer dash cam? A dash cam is great for reactive situations: Your driver gets in an accident. You want evidence to find out what happened. That's a perfect use case for a dash cam.

Some are also excellent for capturing hard stops, hard accelerations, and other high-G events.

If your organization would rather be proactive and prevent accidents and have the data to coach its drivers, you need an option beyond the basic reactive dash cam you can get anywhere online.

That's where Smart Fleet Cameras come in. The features that separate these Smart Cameras from a consumer dash cam are multiple camera options, driver scoring, proactive alerts, smart reporting and artificial intelligence.

More important than the features, are the ways you can use an in-cab fleet camera to help your organization. They're really for preventing accidents from happening in the first place. They give drivers and managers more actionable information about driving habits — some cameras can even detect signs of distracted driving and rolling through Stop Signs!



This enhanced awareness can help improve overall driving behavior that avoids dangerous situations.

And they also help fleet managers put everything that happens in the cab into context which can help exonerate a driver in the event of an accident or incident.



What Do You Mean “In Context?”

Let’s say your GPS device detects a hard acceleration, a sudden stop or even a high G-force event like a hard turn? A consumer camera will just tell you it happened and without context as to why.

Without any information, that can make your driver look bad. But what if that data is the result of actions your driver took to avoid a collision? An AI-equipped in-cab camera will see that as a positive event and give you the data to stand by your drivers for their quick thinking and their skills.

It automatically saves a segment whenever there’s a “triggering event” like hard braking or running a red light.

The AI processor analyzes what’s happening, and it knows when to save a segment. You can also use a mobile app to access videos on the go, in real time. The camera itself stores 100 hours of data locally.

Views and Information to Suit Your Needs

You can select a number of views from in-cab cameras. They can give you a full 360° view, a straight-ahead view, side views, driver-facing views, rear view or any combination necessary.

This Flexibility gives you the information you need to make your fleet safer. You can tell if your drivers are focused on the road, whether another driver's actions prompted them to make a choice, and even how carefully they're following speed limits and road conditions.



This can help your organization identify and build on your good drivers instead. They can model best practices fleet wide that you can create driver policies and handbooks around. That’s good for your organization, your drivers, and your customers.

No Pouring Over Footage

With a consumer dash cam, you’ll have to comb through hours of footage to find relevant events while connected to wifi. An AI-equipped camera saves you from that time-wasting exercise and delivers the right information to you at anytime.

Wrapping Up the Dash Cam Question

Yes, you can buy a consumer dash cam from any online retailer to monitor events. But here’s the real question: What’s your goal? Is your fleet really committed to safety? If you’re in it to protect your organization, your drivers and your assets and create a fleet safety program for real improvement, you’ll need more than a standard dash cam.





Trio Forest Achieves an Overnight Fleet Safety Turnaround

All drivers have their ingrained habits. It's easy for us to ignore or justify them: "I slowed down enough for that stop sign. Everybody drives 10 miles per hour over the speed limit. It's just one text message!"

Those tendencies seem trivial. But they add up to significant risks.

Searching for a Safety Solution

The management team at Trio Forest Products started researching ways to safeguard itself from the cost of accidents: A fatality can cost a company \$3.6 million if it's found at fault. The average cost of an injury accident is \$200,000.

Trio Forest has relied on GPS tracking and compliance products since 2010. The results they gained and trust they established with their GPS service manager led them to select the Driveri smart camera.

Drivers knew the cameras were coming. Two drivers were close to resigning, believing the company's culture would take on a dystopian "Big Brother" turn. Barry Ruchty, inventory manager at Trio Forest Products, knew he had a challenge on his hands.



In-cab cameras represented a major shift, and drivers across many industries view them with suspicion.

Because his position also encompasses co-managing the fleet and its drivers, Ruchty needed to assure them that the Driveri cameras would function as a wingman, not a watchdog. To make that happen, he implemented practices from his former career.



Creating a Baseline

Ruchty came to Trio Forest Products after 32 years in law enforcement. He trained officers and deputies, showing them that safety is even more important for people who wear a badge.

Since joining Trio Forest, he worked his way from driving a truck to management. With knowledge ranging from law enforcement to earning his commercial driver's license, Ruchty had his team's confidence. He understands their world, and they know it.

Ruchty adapted a method he used to trained young law enforcement officers to emphasize safety over speed in responding to emergency calls. He monitored drivers for two days and let the Driveri GreenZone® system score them; GreenZone® is a driver scorecard that records both good habits and safety incidents.

Trio Forest Products drivers carried on as always in the days after the camera installation. There were no big announcements and no dire warnings. The results came in: The drivers all scored in the 600-point range out of a possible 1,000. Many Driveri users select a score of 900 as their benchmark.

“I about fell over,” Ruchty said. “I was completely shocked by how bad it was.”

Ruchty noticed a wide spectrum of violations that resulted in the low scores.

Focusing on the Facts

With two days of data in hand, Ruchty held talks with each driver individually. His message?

“Let me introduce you to yourself,” Ruchty told them.

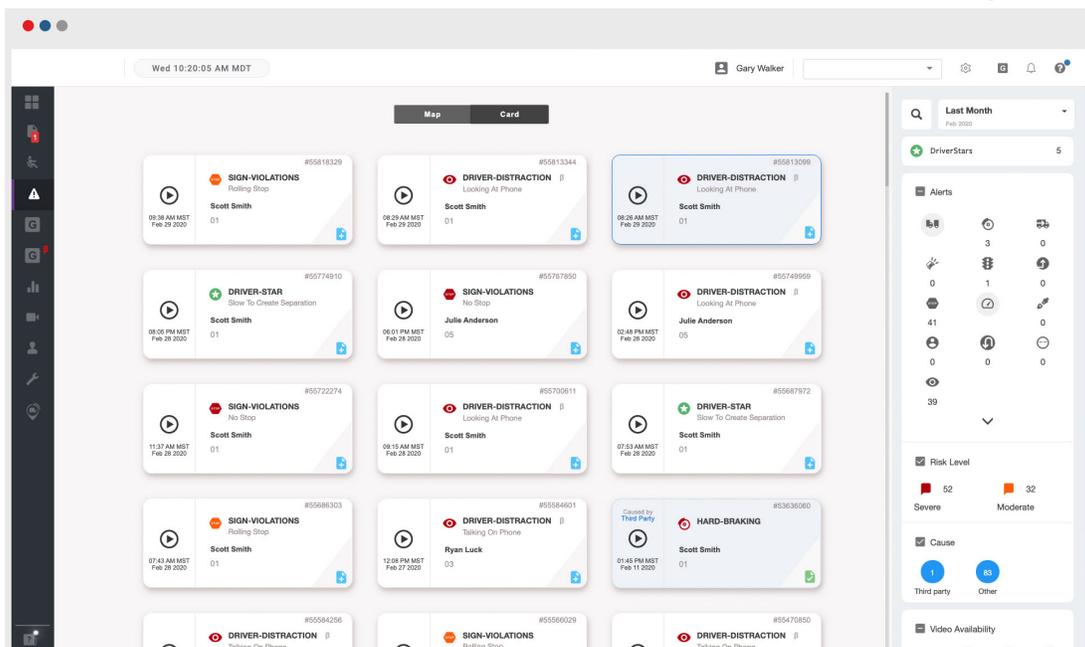
He emphasized a few key points with the drivers:

- How they drive at work is also how they drive with their families.
- He doesn't have time or interest in monitoring them constantly.
- The only time he would watch them is if Driveri indicated a safety event.

Ruchty says no manager has time to idly peer in on drivers without a reason. He only reviews footage when Driveri notifies him about a possible violation.

He emphasized this to drivers from the start: “I will only see what's created by you.”

Example Driveri Footage Alerts



Drivers Improve Overnight

The day after drivers met with Ruchty, Driveri scores shot into the 900s fleet wide. Even better, they've stayed there. The lowest score on a recent day was 931 out of 1,000.

The GreenZone® scores represent a 91-percent reduction in drivers triggering safety events. In the first week of use, they triggered 102 events. In the first week of March 2020, they triggered nine events.



Some drivers even exceed the maximum 1,000-point score with courteous, safe driving actions like slowing down to let others merge. These actions earn Driver Stars that boost their scores.

Trio Forest Products also has a reward system: The driver with the highest average score each month receives a gift card. Ruchty believes rewards are more effective than reprimands.

Still Getting the Job Done on Time

There's always a rush to get a job done. Does easing off the gas a bit make it harder to meet deadlines?

Ruchty said Trio Forest drivers are making the same number of deliveries, even while coming to a complete stop and driving slower.

With most routes in the 15-25 mile range, the time drivers can save by speeding just doesn't help, he added. And with the longer runs, there's still no way to get in extra jobs.

Slowing down, though, pays dividends beyond the number of jobs. Ruchty listed improved gas mileage and less wear on brakes as additional benefits.

The success with Driveri camera may help with insurance costs in the future, too.

“Our insurance carrier is absolutely in love with this system,” Ruchty said.

GreenZone® scores at Trio Forest have remained consistent because of the constant reminders the system provides to drivers and managers. Improving old driving habits remains top of mind.

Ruchty will sometimes call a driver when he receives a safety event, just to let them know that safety is a never-ending goal. In short, Driveri is an outstanding success. He also believes it would help any other fleet manager who truly cares about safety.

“It's something I would push on anyone,” he said.



GPS Tracking Leads to \$1.4 Million Boost in Revenue

Every moment that a truck is sitting in a yard is a moment it's not making money. Even worse, that's a moment that makes a customer think "where's my delivery?"

Alexander Lumber wanted to reduce the time it takes to turn a truck – to have an empty truck return to the yard, get re-loaded, and get back in action. To accomplish this, they use GPS fleet tracking technology which reduces truck turnaround times and keeps their commitments to customers.

Putting the System into Action

Bob Knowles is Alexander Lumber's go-to fleet efficiency expert. He took a hands-on approach to mastering the company's fleet management solution to implement their strategy.

Setting a Goal

The company set a goal to turn each truck around in 20 minutes or less. Using GPS technology, they beat that goal considerably, with turnaround times plunging to about 14 minutes, or a 30% decrease. Rick Vancil, Executive Vice President for Alexander Lumber, said the reduced turnaround time allows the company to make more deliveries without buying new equipment.

To take advantage of this time reduction, he assigned half of his heavy-duty trucks in Chicago to make an extra delivery per day.

As a result, that location could boost revenue by \$1.4 million every month!

A True Team Effort

Bob Knowles' creative use of their GPS solution connected drivers with employees at the yards to further decrease turnaround times. By using the landmark feature, the yard personnel know when trucks are 10 minutes away. At that point, their "pit stop team" preps to load the inbound truck.

Vancil said implementing GPS tracking also brought out the best in his team. He mentioned one employee who had been with the team for 45 years and welcomed a new way of approaching an old problem.

"Technology can help people who might seem entrenched to find a better way of doing things," Vancil said, "and they can have fun doing it."

Doing More with Each Vehicle

Alexander Lumber also uses the GPS solution's landmark feature to ensure accurate results and maintain drivers' accountability. Each vehicle is now doing more, and customers are happy with the on-time delivery performance.



Conclusion

In conclusion, a GPS fleet management tool can help your fleet reduce costs, reduce risks, and increase revenue across the board. Having full transparency across your business will allow you to make informed business decisions and give you the peace of mind you deserve.

To recap, there are many ways you can utilize the GPS fleet management tool to make your business more profitable. You can reduce costs by managing excessive fuel usage, excessive speeding and unnecessary routes.

You can Reduce Risk by implementing speeding programs in conjunction with fleet dash cameras or multi-camera systems to reduce risk of accidents, fender benders and higher insurance.

You can also increase revenue by streamlining your operational efficiencies and fitting in more jobs or deliveries each day.

Just like any tool, you have to use it in order to get results. This makes managing all those manual tasks much easier and saves you hours per week.

If you are interested in learning more, please contact us today.

Ascent Fleet Services Team
www.ascentfleetservices.com

