



VEHICLE TRACKING? NO FEAR

HOW TO OVERCOME YOUR STAFFS' OBJECTIONS TO VEHICLE TRACKING



How do I introduce vehicle tracking to my fleet?

With the current economic climate putting pressure on businesses to manage costs and tighten the belt, an effective solution for reducing costs and getting more out of your billable time is increasingly becoming imperative.

Vehicle tracking solutions help you to manage your fleet and field staff more effectively so your business can benefit from:

- ▶ **cost management**
 - reduction in fuel cost
 - reduction in vehicle maintenance costs
 - elimination of false timesheet claim
- ▶ **revenue generation**
 - increased productivity = more billable time
 - accurate invoicing for actual time and travel distance
 - reduction in number of invoices contested
- ▶ **improved customer service**
 - leading to loyal customers. E.g. give accurate ETA's, send the nearest vehicle, response timely to urgent jobs, meet and improve SLA
- ▶ **better fleet utilisation**
 - improved routing and reduction in wasted travel time and km's
 - nearest vehicle being sent to a job

5 steps to a happier workforce

1. Communicate openly

Keeping everyone fully informed about what the change will be and exactly how it will impact on them individually on a day-to-day basis is the key to the introduction of any new system.

Explain how the Navman Wireless system is commercially beneficial to the business as well as to the individual staff and their role and management.

Demonstrate the system in an open forum and invite staff to ask questions and a clear feedback route for them to do so.

"Demonstrate the system and invite staff to ask questions and give them a clear feedback route."



2. Explain why

Introducing tracking can often produce questions about whether you trust the workforce. Key to successfully introducing and getting staff to accept the system is to highlight the benefits.

- ▶ Improved efficiency on the road and in the office
- ▶ Increased productivity and billable time
- ▶ Measurable KPI's
- ▶ Improved customer service
- ▶ Proof of attendance to jobs
- ▶ Reduction in costs
- ▶ Security and safety of the vehicle and staff

You may also like to consider giving each field staff a copy of their own run sheet (Trip or Activity report) for the day. By letting them see exactly the type of information the system provides, you can demonstrate transparency and take away the fear factor. This strategy has been pursued by a number of our customers with great success.

Vehicle tracking can often be accused of breaching human rights, but you need to explain that the tracking is related to the vehicle itself, which is a company asset, not the individual. Tracking technology is designed predominantly to help managers to allocate resources more effectively – not to spy on employees lives outside of work, but this is an important message which needs spelling out to avoid a backlash.

**"...demonstrate transparency
and take away the fear factor."**

3. Support your technophobes

Support the technophobes in your workforce – and there will always be some of them – by giving them proper training on how the system works. Most of today's systems are so intuitive and user friendly that employees often teach themselves. But 20 to 30 minutes is usually enough to take away the fear factor and demonstrates your commitment to support them through the changes.

4. Focus on fairness

The vast majority of employees do their job honestly and to the best of their ability. The message of reassurance must be reiterated clearly that for these, the technology improves the efficiency of the whole operation without having much direct impact on their working day and that the system brings parity and fairness for all.



"The message of reassurance must be reiterated clearly."

5. Do NOT install covertly

We never recommend that our customers install tracking covertly. Doing things under cover simply reinforces the idea that you are snooping on your employees and you risk a huge backlash if the technology is uncovered by staff at a later date.

Be open about your plans to install vehicle tracking. This will help to identify and allow you to resolve any negative employee behaviour.



Keeping drivers in the loop at Mullane Maintenance

Mullane Maintenance's management discussed scheduling issues with their trades people and explained how a tracking system would make it easier for them to do their jobs more efficiently. This transparent approach helped staff understand that Navman Wireless was for their benefit and not a 'big brother' tactic on the part of the company.

Today, the tracking system is accepted as a normal part of doing the job. Staff are more open regarding their whereabouts and they're completing more jobs in a day.

Mullane Maintenance has seen a 20% improvement in scheduling, a 14% average increase in billable time each month and a decrease in fuel consumption since installing Navman Wireless.



Azzona Drainage Contractors

From the outset, Navman Wireless has been accepted by Azzona's management, project foremen and contractors. Sebastian Galizia, Azzona's Quality Engineer, says, "We have installed the OnlineAVL2 on our computers in our office. I use it every day to set up and timeline jobs, see where the guys are and run reports. It's very easy to use."



The team on the road is happy to have Navman Wireless installed as well.
"Now I can get the guys to their jobs by the most direct route."

City Hire Pty Ltd

"There was no resistance from drivers when we installed Navman Wireless. They've come to realise that they don't have to spend so much time on job sites. If someone takes 15 minutes doing something that should take 5, we can ask him about the holdup or contact the customer if the holdup was their doing," says Mark Hughes, Operations and Branch Manager.



"The reports have definitely helped us show the drivers how they could be saving the company time and money."

"WHAT'S IN IT FOR ME?"

10 reasons why your staff should welcome vehicle tracking

1. No more tedious paperwork

Reduce or eliminate altogether paperwork field staff have to complete while on the road. Instead use the Navman Wireless reports for timesheets, job logs, mileage, etc.

A tracking system also supplies independent verification that they have attended a job in cases of dispute by the customer.

“At first our drivers were suspicious of the tracking devices but now they're fine and appreciate that they don't have to do runsheets anymore since we use the OnlineAVL2 to track where they are. No more trampled bits of paper, no more bad handwriting to read, everyone is happy.”

Andrew Snowden, Chief Financial Officer.
Reid Stockfeeds





2. Safer driving conditions

Integrating tracking with navigation and messaging technology means that field staff no longer get lost or have to pull over to answer their mobile calls. Tracking also ensures that if a vehicle enters unsafe sites or is unresponsive, office staff have real-time visibility and can take quick actions if needed.

“We’ve got guys from around Australia and from other countries working with us now. They’re finding the M-Nav to navigate around the Brisbane streets really beneficial for getting to their jobs quickly and safely. And now that the crew is larger and the city is expanding, it pays for everyone in the office to know where the vehicles and plumbers are.”

John Salmon, Proprietor. Salmon Plumbing

3. Safer working conditions

Tracking can also actively protect employees and provide safer working conditions. They are particularly valuable for lone workers in remote areas and field staff travelling long distance or to unsafe areas. Unauthorised vehicle alerts show when a vehicle has been stolen when parked outside an employee's house at night (more often than not with several of the employee's personal possessions left inside).

4. Better training

Vehicle tracking data also enables managers to identify high risk drivers who speed regularly and to address such problems – and ultimately stop accidents – through driver training.

5. Fairer distribution of work

As tracking provides visibility of productivity level and efficiencies, it means that diligent employees no longer have to fill in the gaps for the less committed ones. Management can also see which employees are meeting their KPI and can reward them accordingly.



6. Better communication

The transfer of crucial job and customer information between the office and field staff is paramount to a successful business. Use of the in-vehicle MDT or M-Nav device reduces the need for field staff to stop and take down notes or interpret the information differently.

The MDT/M-Nav simplifies the communication and reduces miscommunication, allowing the field staff to get on with their job without interruption. The system also provides a log of the message conversation for future references.

“Sometimes a scaffold pick up can consist of 10 components with multiple quantities of each component. We can type each component and send it to the M-Nav, so there's no error and nothing gets forgotten. It's much better than trying to communicate all that information over our 2-way radios.”

Mark Hughes, Operations and Branch Manager.
City Hire Pty Ltd

7. More money

An increase in productivity level and accurate invoicing (charging for exact time on site with proof of arrival and departure time) will mean more billable hours and revenue.

With the increase in billable hours and revenue, you could reward your team by results or give them a productivity bonus.



8. Less stress

New technology is also available which integrates satellite navigation with vehicle tracking, offering field staff a popular employee benefit to sweeten what may be perceived as a bitter pill.

Staff get sent job instructions and when they click on screen to accept the job, it automatically launches an on-screen map with directions – with no need for planning or maps and none of the stress of getting lost or misinterpreting instructions and going to the wrong address. (We have even had one scenario where a driver requested that his vehicle be tracked so he could benefit from the in-cab satnav.)

9. Happier customers

With vehicle tracking, if your field staff are running late for any reason, the office team can warn the customer in advance, improving standards of customer service and making sure you don't have to deal with disgruntled customers.



10. No more guess work

Vehicle tracking provides proof of activity, allowing field staff to be backed up by factual data when customers query whether they've attended to a job or even how long they were there for. Tracking also helps with queries such as accusations about bad driving behaviour or incidents. The OnlineAVL2 reports provide actual date, time, location, speed and direction of travel information.

“Before we had tracking, if a road user called and complained about a driver's on-road behaviour, we often had to take the word of the caller. Today, we can retrieve the driver's speed for any particular time and relay this information. In every case, we've always been satisfied with our drivers and they appreciate the support.”

Andrew Snowdon, Chief Financial Officer.
Reid Stockfeeds





We're here to help

We've already helped many of our customers to introduce vehicle tracking with minimum fuss.

If you would like help to introduce and demonstrate the Navman Wireless system to your team, then please feel free to contact us.

Any more questions?

Please call Navman Wireless on **02 9420 7500**
or email sales@navmanwireless.com.au.



To find out more about how Navman Wireless could help you and your fleet, call the sales team on 02 9420 7500.

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