



6 BENEFITS
of GPS Fleet Tracking
in Landscaping

Introduction

When you're managing mobile crews, multiple jobs and a lot of equipment it's easy to lose track of what's happening. A GPS fleet tracking solution puts you in control and gives you tools and information that can help you improve productivity, minimize downtime, and help your drivers to operate safely while improving customer service.

Read on to understand the top benefits a telematics solution can offer companies in the landscaping industry.





1

IMPROVED PRODUCTIVITY

One of the many benefits a GPS fleet tracking solution provides is full visibility into vehicle location. More than just dots on a map, a comprehensive solution provides insight into where your crews travel, how long they are stopped as well as view a replay of the routes they took to get to and from job sites.

For companies that rely on fleets, the stakes are much higher. Understanding where drivers travel and how long it takes them to get from point A to point B, companies can:

- Improve productivity by having the right crew in the right place at the right time
- Understand how to dispatch emergency jobs more quickly and efficiently
- Plan optimal routes to reduce drive time in between jobs
- Monitor driver behavior and vehicle maintenance metrics that are crucial to keeping vehicles on the road and out of the garage.



As a company, we have increased productivity by 15% and experienced monthly savings of \$52,000.

ANNE CASHMAN, OFFICE MANAGER, NIEVES LANDSCAPING

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2 REDUCED FUEL COSTS

Many fleet managers don't realize that fuel can quickly add up to be a company's largest fleet-related expense. A GPS fleet tracking solution can help keep an eye on fuel usage by monitoring idle times, calculating fuel efficiency per vehicle and uncovering any instances of fuel theft where personal vehicles are getting fill-ups instead of company vehicles. Understanding how much money is spent on fuel helps you to create best practices to reduce fuel usage and spend across your entire fleet.

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Access to data has helped us to more efficiently manage fuel usage, saving the company approximately \$2,000 a month in fuel.

ANDY FELIX, PRESIDENT, TREE TECH INC.

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3

SIMPLIFIED MAINTENANCE

One of the many capabilities of a comprehensive GPS fleet tracking solution is having the ability to automate vehicle maintenance reminders which eliminates relying on drivers to tell you when the vehicle needs service. This can result in:

- Keeping vehicles healthy which allows them to stay on the road longer
- Alerts for vehicles approaching scheduled maintenance or service events
- Improved budget planning for maintenance-related costs



We've been able to identify really good drivers and drivers who have poor scorecards. So we're working on changing behaviors to get more life out of our vehicles.

TOM CLARK, ACCOUNTING MANAGER, THE GREENERY, INC.

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4

IMPROVED SECURITY

Another benefit of a GPS fleet tracking solution is the ability to help reduce vehicle theft and maximize the chance for recovery. Telematics helps track the location of a vehicle even when it is turned off.

Geofences can be created to alert you if a vehicle or asset has moved at any time, especially outside of normal working hours. This helps:

- Inform management and the authorities about the location of the vehicle
- Increase the chance for recovery
- Reduce downtime/lost productivity associated with the theft
- Decrease replacement costs
- Lower insurance premiums

Similarly, a GPS fleet tracking solution helps identify and curb unauthorized vehicle use during off hours, which can cause vehicle damage, extra wear and tear, and wasted fuel. It's one of the best security systems a fleet can have.



5 **ACCURATE BILLING AND PAYROLL**

Having a GPS fleet tracking solution can help take the guesswork out of accurately billing customers and calculating payroll for your employees.

When it comes to billing, you want to make sure you are charging your customers for only the work done for their specific service—nothing more, nothing less. Using metrics like on-site arrival time and job duration will help you do exactly that.

Calculating payroll is often a manual process that requires a lot of time and patience. When it comes to paying your employees, you can't afford to get it wrong. Dashboard and reports provided in a GPS fleet tracking solution can help you determine when an employee's day was started, how long they were operational and even how long they spent on customer job-sites helping you pay them the right amount of money for the right amount of time.

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As a company, we've saved about 1,000 payable hours per month.

ANNE CASHMAN, OFFICE MANAGER, NIEVES LANDSCAPING

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6

CAPITAL EXPENDITURES SAVINGS

The improved maintenance record keeping and consistent preventive maintenance activities made possible by a GPS fleet tracking solution will also help extend the service life of a vehicle. If a company can get an extra year or two out of a vehicle by making sure it's kept healthy and in good shape, they will effectively put off purchasing any vehicle that may not be budgeted for.

Improved maintenance practices can help maximize the resale of use vehicles by providing maintenance history through detailed reporting and record keeping. A GPS fleet tracking solution can help keep historical information available for budgeting and cost analysis purposes.



HOW CAN YOUR COMPANY BENEFIT?

Businesses that take the initiative now to implement a GPS fleet tracking solution can stay ahead of their competition, and experience multiple benefits around cost savings, productivity and customer service that will help your business run smoother and smarter.

Schedule a free live demo of Fleetmatics REVEAL today.
866.844.2235 | WWW.FLEETMATICS.COM

