

# Three easy ways fleet telematics can improve driver safety—and boost operational efficiency

Fleet management solutions give you the power to improve both your operational efficiency and fleet safety.

By providing a near real-time view of fleet activity across your entire operation, fleet management solutions—specifically telematics—unlock a new level of productivity, utilization, and safety.

Now, find out how.

# The primary use of fleet telematics today

Fleet telematics has come a long way from being just a vehicle GPS-tracking tool. In fact, one of the most common uses of telematics today is to reduce risk and improve safety. The ability to monitor how someone is driving has given fleet managers the chance to pinpoint specific problems and correct potentially hazardous behavior.

A study by the Federal Motor Carrier Safety Administration (FMCSA) demonstrated that telematics could be used to monitor driver performance and improve safe driving behavior. In a study on drivers of sleeper cabs, telematics was used to monitor unsafe driving behaviors like sudden acceleration, hard braking, and speeding.

The combination of monitoring these behaviors with the ability to provide driver feedback, coaching, and training, showed a 60% reduction in more severe unsafe driving events and a 55% reduction in less severe unsafe events.<sup>1</sup>

There's a key overlap here. To improve safety and operational efficiency (and that includes lowering fuel costs), you need data. But it needs to be easily accessible. It needs to be ready for use. And it needs to be relevant and customized for a range of different audiences.

## How does a fleet get access to this data

The answer is a combination of telematics and a proper fleet management solution. Telematics captures important vehicle data, while a fleet management solution helps you get real-time visibility of that data.

## Safer drivers

You've probably tried to track accident rates and traffic violations from "how's my driving?" initiatives—and you might collect a fair amount of feedback from them. But these initiatives don't give you a precise view of the actual behaviors your drivers display every moment they're on the road. Telematics provides visibility throughout the fleet operation.

Companies that use telematics report drivers are more accepting when it's integrated with a program that acknowledges safe driving behaviors. What's more, according to a report by the FMCSA, 74% of fatal crashes involving large trucks were caused by a car, person, animal or object in the truck's lane, or encroaching into it.<sup>2</sup> Use of telematics can help exonerate truck drivers from false claims— which translates to lower insurance deductibles when companies use that data to win litigation battles.

So, here are three easy ways you can improve the safety of your fleet—and your efficiency—by using telematics.

1 "NTSB Most Wanted List of Transportation Safety Improvements." National Transportation Safety Board.  
2 "Large Truck and Bus Crash Facts 2018." Federal Motor Carrier Safety Administration.

# 1



## Monitoring driver behavior

Through fleet telematics, companies gain valuable visibility into what happens behind the wheel. This technology can determine how fast vehicles are moving and whether they're accelerating too quickly or braking too harshly—all behaviors that can jeopardize the safety of drivers and other motorists on the road, not to mention decrease fuel efficiency and increase wear and tear on the vehicle.

### Driver

**Armed with data on every driver, fleet managers can identify patterns of behavior and determine which drivers need coaching and/or training opportunities—as well as commending top performers.**

Using this data, management can offer one-on-one feedback, or identify areas where a larger team of drivers needs training. In either instance, managers have a powerful opportunity to correct poor driving behaviors, which in turn can have a profound effect on the safety of the fleet. Drivers may be unaware of poor driving habits, but, with access to reports, metrics, and alerts, they can self-coach.

Telematics also allows fleet managers to know exactly how fast their operators are driving. With the capability to get real-time alerts when a driver exceeds set speed limits, you can see who's violating safe driving rules. When drivers follow speed limits, fleets see improvements in both safety and fuel economy.

#### Benefits snapshot: monitoring driver behavior

- Go beyond the usual metrics of accident rates and traffic violations to pinpoint dangerous driving behaviors
- Give drivers information on their own driving
- Decrease vehicle wear and tear through better driving
- Motivate people to improve their driving by measuring driver performance

Many fleets use this type of data to incentivize drivers, rewarding them for hitting specific goals (like fewer harsh turns, braking more gradually, or logging fewer speeding incidents). Others create team initiatives, where groups of drivers compete to see which team drives the safest. By rewarding people for safe driving, you can create positive patterns of behavior, while drivers embrace a culture of safety.



## Location tracking

Often, businesses look to location tracking to ensure drivers focus on their jobs and follow assigned routes. But knowing where drivers are at any given moment in the day can help lead to major safety improvements, as well as more efficient route planning.



### Ensuring driver safety

Location tracking gives visibility into where any vehicle is at any point. In case of a known road closure, you can provide timely route changes to help make sure the vehicle arrives on time at the customer's destination. And if there's an unexpected breakdown, a manager can be alerted to assist the driver and advise the customer.

### Better customer service

With vehicle tracking, managers can give customers more precise arrival times. And if a driver is unable to make a scheduled appointment—for example, due to a breakdown—managers can dispatch another driver to ensure its organization's reputation is not only protected but enhanced.

### Improved security

Location tracking can also improve the security of the vehicle and its contents. If a vehicle is stolen, a tracking device can help you find it quickly. Fleet managers can give police specific information on the vehicle's location and whether it's stationary or moving, which in turn helps them to respond quickly. This type of information is critical to fast recovery and minimizes the likelihood of stolen cargo, as well as reducing any chance of damage to the vehicle. Plus, it can even help apprehend the criminal.

#### Benefits snapshot: location tracking

- Know where drivers are at any time
- Know if a vehicle is in an accident
- Recover lost or stolen vehicles and other assets
- Increase productivity and efficiency by keeping drivers on schedule

### Case study

#### From paper maps to a full fleet management solution

A leading Kansas City-based pick-up and delivery dry cleaning company has adopted a fleet management solution to gain visibility of delivery drivers. In the past, the company relied on a paper map tacked to a wall to get a picture of where drivers should be located. Today, using tracking technology, the company can see where every driver is located, how fast the vehicle is moving, and whether the vehicle is idling, all on a large screen. Using this data, the dry cleaner has been able to improve fleet efficiency as well as to correct unsafe driving behaviors.

With data on every route, the company was able to reduce the amount of dangerous driving maneuvers needed. The fleet was also able to curtail speeding violations as well as excessive idle time—both of which saved the fleet thousands in fuel expenses.

# 3



## Maintenance reminders and alerts

Fleet maintenance is a critical safety factor that can be hard to track and schedule for a busy operation. Reminders for scheduled maintenance help keep vehicles performing in top condition, while lowering operational costs and helping to ensure driver safety.

**Neglecting vehicle maintenance is a serious safety hazard. Improperly maintained vehicles are a large contributor to crashes. Keeping vehicles properly maintained can help prevent dangerous breakdowns, as well as reduce costs associated with poor vehicle performance.**

The 2019 Telematics Benchmark Report found that only 32% of fleets use telematics to track maintenance.<sup>3</sup> Yet predictive maintenance helps companies ensure their vehicles are following proper schedules, and can help fleets prioritize which vehicles need to be serviced before others. This keeps business moving and, more importantly, ensures drivers stay safe on the road.

### Going beyond safety with fleet telematics

In addition to location tracking, driver monitoring, and maintenance reminders and alerts, fleet management solutions can provide a wealth of benefits that go far beyond fleet safety. T-Mobile for Business fleet management solutions can also help with the following:

- Saving time and money
- Reducing fuel usage
- Improving response time
- Streamlining compliance reporting
- Confirming drivers arrive on time for jobs

### Benefits snapshot: maintenance reminders and alerts

- Ensure vehicles stay on regular maintenance schedules
- Reduce the risk of collisions caused by vehicle failure, reduce costly breakdowns, and increase fuel efficiency
- Use maintenance alerts to give fleet managers early warning of issues before they become more serious



## Let's talk

Telematics solves a large piece of the fleet management puzzle. Now, see how you can use the data you capture from telematics to improve your fleet's operations. With T-Mobile for Business, you'll find a solution that fits your organization's needs, regardless of your size and industry.

And the T-Mobile® Business Advantage means you'll never have to choose between network, support and value. Yep. That's a network with the speed and bandwidth to carry out the most demanding applications virtually, wherever you are. That's someone to help you, whenever you need help. And that's all at the right price.

With us, you get all three. No compromise.

To learn more about T-Mobile for Business fleet solutions [visit our website](#) or chat with us on [844-983-2351](tel:844-983-2351).

