

How we can help the FN readers

TRACKER – The easy solution to meet current economic challenges

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Q Tracking and telematics solutions have been around for years, why should I invest in a system now?

A There's never been a greater need to install TRACKER Reporter than in this current, unforgiving, economic climate where businesses are under more pressure than ever to justify their spend and get value for money while taking into account the need to address environmental issues. Introducing a telematics system deals with both issues effectively and immediately.

A recent customer survey by TRACKER highlighted:

- 56% used TRACKER Reporter to drive improvements in customer service recognising that retaining customers is key to moving forward
- 60% used TRACKER Reporter to proactively drive improvements in fleet efficiency, thereby making cost and fuel savings
- 81% used the system to monitor driver behaviour, ensuring they were compliant with duty of care

The survey also revealed that the most popular report across all of TRACKER's clients was the time sheet report which allows fleet managers to validate timesheets, audit overtime claims and comply with company shift guidelines – indispensable information for a business to succeed efficiently and cost effectively.

Chief Rentals, which recently fitted TRACKER Reporter to its fleet, initially did so to address a security issue and, as the TRACKER survey results demonstrate, the legal benefits alone are very clear:

- 34% of respondents use it to demonstrate duty of care.
- 31% use it for staff security.
- 24% use it to adhere to general legislation.

Q I have read about the advantages of managing drivers and routes, but are there others that I may not currently appreciate?

A Businesses like Chief Rental very quickly recognise that the system will be far more beneficial to them than in one isolated area, and the results are immediately real, tangible, and profitable.

The information you will gain will make a huge difference to everyday decision-making and the rewards will become apparent immediately. No areas are left to chance as reports include time sheets, address travel, travel, travel cost and fleet utilisation. These will help you, among other things, to confirm compliance with Working Time Directives, calculate the cost of completing a job, optimise your fleet's activity and size, improve customer service through better time management and be confident of call verification. Other benefits include the ability to enforce a business policy, for example rules around staff private usage and, of course, speed limits.

Most companies which decide to use a telematics system do so with one reason in mind, and then benefit

from all the additional information that it brings.

What's more, an effective VAM system operates in real time, allowing full remote management. And at a time when competition is fierce, it's crucial to have that information at your fingertips so you can, for example, advise customers of the whereabouts of their deliveries.

Installing a telematics system doesn't just address one issue, it actually puts you in control of your fleet, something that's vital in a time of recession.

Q What's all this about stolen vehicle tracking and recovery – does this cost more and will my insurer reduce my premium?

A TRACKER is very proud of its use of VHF technology in its stolen vehicle recovery (SVR) products. Some telematics systems rely solely on GPS as a security and recovery system.

However, although GPS does have a part to play, it is at high risk from cheap jamming devices that are easy to purchase.

VHF, on the other hand, is extremely difficult to jam, and jammers are not easily available. TRACKER SVR systems are much more resilient against this form of attack, offering motorists a much more effective safeguard against theft.

TRACKER recovers an average £2 million worth of stolen vehicles each month and has to date recovered more than £400 million worth of stolen vehicles.

The TRACKER stolen vehicle recovery product is unique in that the police track the stolen vehicle rather than the business having to track and report the location to the police.

While there is a small additional cost to have SVR fitted, it doesn't just give you peace of mind, it also reduces insurance premiums. And with high recovery success, business down time due to the loss of a vehicle is kept to a minimum. Again, this is imperative in these difficult times.

Q There are loads of fleet telematic services on the market, what's different about TRACKER's technology?

A In an industry such as this where there are numerous providers, it is important to choose a supplier that will deliver not just the ultimate product, but excellent customer service, innovation, and a proven track record.

The benefits of TRACKER over its competitors include:

- More than 15 years' experience in telematics
 - A highly resilient and fully fault tolerant back office system with online disaster recovery built to the highest banking standards
 - A dedicated team of in-house application development professionals continually working to enhance the product.
- TRACKER also works with a number of partners who support its technology offering:
- Google mapping – this capitalises on the leading edge graphics created by Google, which are constantly being reviewed and updated by the Google developers.



“The information you will gain will make a huge difference to everyday decision-making”

Different options are available to users, including terrain models, street level mapping and satellite imaging

- Telephonica/02 – TRACKER's leading European telecoms partner
- Tele Atlas – providing the geographical data behind the mapping, for example, street names.

Q I have talked to other fleet managers and they say that overload of data is a real problem with some telematic systems – what are you doing about this and how?

A TRACKER's highly valued pre-sales team and its ongoing account management ensures that the package initially selected for you suits the requirements of your business needs.

Businesses can select the reporting most suitable to them and, if at a later date they would like more detailed reporting, this can be easily configured.

In addition, through using real time reporting rather than rely on higher frequency updates that can cause data overload, TRACKER only delivers the data that's really needed while the flexibility of the system allows data mining of the fine detail should the need arise. Email and text alerts ensure that businesses don't need to constantly monitor their systems for updates.

In brief, you'll only get the information you want but can rest assured that you can add to it as and when you choose.