



# How to Introduce GPS to your Employees

## Intro

Implementing a GPS fleet tracking solution can be a difficult task, especially when confronting drivers about how they will be monitored. You are likely to have some drivers that will be up in arms, angry about having to be tracked. Fortunately, Azuga has created incentive programs and other forms of driver recognition that will allow them to self-correct their driving behavior and make the program much more acceptable, when compared with traditional GPS tracking systems. It is important to make sure all of your drivers know that they will be tracked while on the job; keeping it a secret will only lead to a breakdown in trust and communication between management and drivers. For a fleet management program to be successful, there needs to be constant communication between the fleet and management, and an understanding of responsibilities. We have included a list of benefits and onboarding tips that you can share with your employees to insure a smooth transition to monitoring your fleet.

## Benefits for your Employees

- Improved Employee Morale with Driver Rewards
  - Instituting a Driver Management and Rewards program into your fleet can vastly increase driver morale. Now that you can easily identify your top drivers, you can recognize and reward those who are doing a good job, thereby improving their future performance and self-esteem.
  - Good drivers are often reluctant to “tattle tale” on their lazier counterparts. As a result, your best drivers often carry the burden for the inefficient drivers, which can have an adverse impact on employee morale.
- GPS streamlines workflow for staff, making their jobs easier.
  - No more manual log book entries, time-stamped proof-of-delivery documentation, less paperwork, more potential to offer bonuses based on metrics (e.g., on-time deliveries, efficient driving) that can now be measured.
- GPS protects drivers from false claims and proof of service.
  - Vehicle tracking systems allow you to see all of the day-to-day operations of your drivers. Being able to virtually ride shotgun with your employees will help you avoid false claims if dealing with an accident, and allows you to easily prove and verify for customers that your driver did the job for the allotted time.
- Higher Customer Retention
  - For those drivers who earn commissions, retaining customers is integral for maintaining a constant flow of revenue for drivers and the company alike. Customers like seeing proof that the service was done correctly, and on time.

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Being able to provide this for customers will only lead to customer retention and referrals.

- Increased Bottom Line
  - Increased savings in fuel, labor, and insurance costs will make your company more profitable, and your employees will thank you for better 401(k) results.

## 7 tips on getting your GPS fleet management program running

- 1. Get your Driver Rewards Program started immediately:** Providing incentives for efficient and safe driving will only make your GPS fleet management program more salient with employees. It will also ally your employees to the company vision. By incentivizing productive, safe driving practices, your employees will want to go the extra mile to make the company more profitable. It will also significantly lower your driver turnover rates, as your responsible and safe drivers will want to stay with your company.
- 2. Changing behavior over night will be difficult for your drivers:** After you have installed all of your Azuga G2 devices, grant your drivers a 30 day grace period whereby they will not be penalized for infractions such as speeding, idling, hard braking, etc. During this period, the fleet management team should be cognizant of which drivers are performing well, and which aren't during this grace period. By meeting with your drivers individually every week, and showing them their driving habits, you can drastically improve your fleet's performance, and they will thank you for giving them a grace period to correct their driving behavior.
- 3. Don't keep your Fleet Tracking program a secret:** This is probably the worst mistake you can make when introducing a fleet management program. Before you have all of your devices installed, you will want to hold a fleet-wide meeting whereby you can inform them about how they are being tracked, introduce formalized policies on what is to be expected, and announce your Driver Rewards Program. Some of your drivers will be unhappy with the change; this is inevitable. But by informing them about the new driver management system before installing the devices, you will minimize employee pushback.
- 4. Explain to drivers that it's not personal:** Staff often get nervous when changes are afoot. You will want to explain to them that this isn't a "witch hunt"; the company isn't singling out individuals. The purpose of starting a Fleet Management program is to optimize the entire fleet. You can sell this to drivers by explaining that this will smooth out the workload so that everyone has a fair amount of work and expectations. The drivers you want to keep will often be pleased that they will no longer need to carry an unfair share of the workload to compensate for under-performing drivers.
- 5. Be open to employee ideas:** By letting your staff have a creative role in how your driver rewards and management program is implemented, your drivers will feel invested in making the program work. You may want to set up a suggestion box for drivers so they can submit concerns, suggestions, or questions that they have.
- 6. Give drivers access to data:** After each of your drivers have set up a 'driver' and 'user' role in apps.azuga.com, you will want to have each driver log into their driver app on their

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smartphones. This step is integral for your drivers to self-correct their driving behavior. Often, drivers are unaware of how risky their driving is, so having a system in place that allows drivers to monitor themselves will make Fleet and Safety managers' jobs a whole lot easier. This also makes life easier for the fleet manager.

- 7. Create a Company Policy:** To avoid any confusion between staff and management, you will want to create clear guidelines for your drivers to follow, as well as formal policies that outline the penalties for particular infractions.

## Avoid Hiring Mistakes

When interviewing potential drivers for your fleet, let them know that your company uses a Fleet Tracking system. Go through the various benefits (outlined above) they will be receiving from using GPS. By letting candidates know about your fleet management system from the get-go, you can weed out bad drivers in the hiring process.

## Onboarding New Employees

- Every driver that you hire will have to be made fully aware that he/she will be tracked. It is very important that your drivers are aware that they are being tracked before the device is installed into their vehicle. If you allow your drivers to use company vehicles during off-hours, it is especially important that the drivers are aware that the vehicles are being tracked. The employee backlash you will receive for deceiving them will not be worth it.
- During the onboarding process, create for them a 'user' and 'driver' role, instruct them on how to use their Driver phone App to monitor their performance, and outline exactly what aspects of their job will be tracked.
- You will want to include your company policies regarding your new Driver Management Program into your employee contracts.

