

# Fleet Tracking App

What You Need To Know Before Investing in a Fleet Mobile App



**azuga**<sup>TM</sup>  
a Bridgestone Company

[www.azuga.com](http://www.azuga.com)



## What You Need To Know Before Investing in a Fleet Mobile App

In the last chapter, we discussed the importance of fleet tracking and how modern fleets can take advantage of it across all aspects of fleet management. However, fleet tracking software is useless if you cannot take it on the go. A fleet tracking app should have the key features of full fleet tracking software, so managers and drivers can work together to create a streamlined fleet experience. This section will discuss what features you should look for in a fleet tracking app, and then we will go over what features Azuga’s fleet tracking app includes.

## What Features Should You Look For in a Fleet Tracking App?

Of course, your fleet tracking software will be a bit more extensive than your fleet tracking app, but there are still critical features that your fleet tracking app needs to include if you want to use it effectively and efficiently. This section will discuss the features you should look for when considering a fleet tracking app.

### No. 1: Syncs with Fleet Management Software

If your tracking app doesn’t link with your fleet management software, there is no way to enjoy the full benefits that are possible from your fleet tracking app. The data should sync automatically and in real-time. This way, your data is always up to date and can be used to make important decisions and catch problems as soon



1 Syncs with Fleet Management Software



2 Easy to Use

as possible. Mobile app functionality is not always up to par with online functionality, depending on what you want to do. Not to mention, all of your features may not be available on the app. All of the information is available wherever you need it if you sync data. You don’t want a fleet tracking app that’s just a stripped-down version of the web-based software.

### No. 2: Easy to Use

If your fleet tracking app isn’t easy to use, it will require hours and hours of training and employees will have difficulty adjusting for months after implementation. You need a solution that is easy to use, even for the least tech-savvy person on your team. Your app should be intuitive and straightforward if you want your employees (and yourself) to pick it up quickly. When you’re looking at fleet tracking apps, you should ask yourself the following questions:

- Is the layout easy to navigate?
- Is information easy to update?
- Can you configure details?
- Can you use it offline?

The answer to all of these questions should be yes. If not, you may want to reconsider picking this fleet tracking app for your team.



Functions in Real-Time



Harnesses Geofencing Technology



Allows Unlimited Users



Has Varying Access Levels

### No. 3: Functions in Real-Time

Fleet managers should be as proactive as possible. While unexpected issues will always arise, you should always have a plan to combat them. If you have a fleet tracking app, you will always be informed of location when you're communicating with your drivers and customers. You can arrange your notification criteria to highlight issues and configure your workflows to address these issues.

Also, with real-time location updates, you can combat fuel and equipment theft. You can track fuel card data and verify fuel purchases. This is why businesses can use fleet tracking software to negotiate lower fleet insurance premiums.

### No. 4: Harnesses Geofencing Technology

One essential feature of fleet tracking is geofencing technology. Geofencing is a technology that allows you to set up a virtual perimeter around a particular area, so you get an alert when your vehicles or assets leave that area. This feature has a lot of excellent uses. First, it improves driver safety. Drivers are at a higher risk for accidents, carjackings, and breakdowns because they are on the road for thousands of miles every month. When you see that a driver's vehicle is not where it should be, you can check on that driver immediately to make sure they're okay.

Geofencing reduces the incidence of vehicle and asset theft in general. Theft is a significant hindrance to operations, and it costs money to replace stolen assets. When your vehicles exit the designated area, you can immediately alert the authorities, increasing the chances of safely recovering your vehicle. It's an excellent technology that benefits your fleet in various situations.

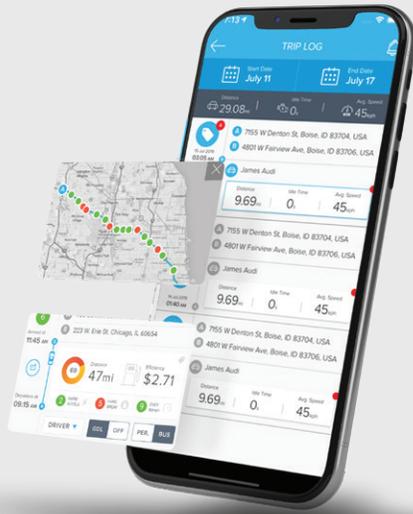


### No. 5: Allows Unlimited Users

If your fleet tracking app doesn't allow unlimited users, you may not be able to cover your entire fleet. And if you can track your entire fleet now, you may not be able to continue to do so if the fleet grows in the future. To leave room for growth and ensure everyone is covered, you need to ensure that your fleet tracking app allows for an unlimited amount of users. Look for a fleet tracking app that prices based on how many assets you have, not how many users you have. This is a more accurate depiction of your fleet anyway, so it is better to price this way.

### No. 6: Has Varying Access Levels

Not everyone in your fleet needs full access to the fleet tracking app. For example, drivers don't need to be setting up geofences, but managers certainly need that access. That's why there should be varying access levels on your fleet tracking app so that everyone can access the functionality they need. This way, everyone has the same app, but everyone can do the different things they need to do for their specific jobs. It also protects sensitive information from getting out to people who should not know it. For example, drivers should only have access to information related to their daily functions, not tracking other drivers or their driving behavior.



## Azuga's Fleet Tracking App

Azuga's fleet tracking app, Fleet Mobile, offers a variety of features. Many of them function within the fleet tracking software, but some are unique to the app. All of these features add up to an app that meets the requirements outlined above, so you can feel secure knowing you've picked the perfect app for your fleet if you choose Azuga. This section will discuss the different features that Fleet Mobile offers.

## Dispatching Features

Azuga's fleet tracking offers various features that make dispatching easier than ever. These features connect with the full fleet tracking software available on the computer, with an easy-to-use interface on a smartphone or other smart device.

### Jobs

Managers can easily assign and manage jobs and tasks to crew members out in the field. Crew members can view their assigned responsibilities right from their phones in real-time.

### Trip Logs and Tags

Managers Drivers can tag their trips as personal or business, and the software will highlight specific details such as starting point, destination, stops, locations, distance, speed, and idle time.

### Messaging

Communication is a breeze with the app's messaging feature, where drivers and managers can send messages, photos, videos, and locations, all within their fleet tracking app.

### TrackMe

Drivers' map locations and trip statuses are sharable, making it easy to send to customers so they can pinpoint their driver's arrival time.

### Azuga Works

Link your fleet tracking software with our state-of-the-art field service management software, which helps you streamline office operations, boost technician productivity, and deliver outstanding customer experiences. We will discuss this tool in more detail in Chapter 9.



## Safety Features

Every fleet should prioritize creating a safety culture among its employees to keep its drivers safe while maintaining a positive reputation in the community. Luckily, fleet tracking apps have many features that encourage this safety culture. In this section, we will discuss some of these features.

### DriveSafe

DriveSafe is the add-on that blocks smartphone distractions when the vehicle is in motion. We discussed in the last chapter how it blocks text messages, phone calls, and apps that aren't relevant to the job at hand.

### Distracted Driving

You can monitor calls made, received, and missed while the vehicle is in motion to track if your drivers are using their cell phones while on the road. DriveSafe is a more proactive approach, but this tactic still limits distracted driving.

### Driver Rewards

Drivers can track their driver rewards through their Fleet Mobile app. This encourages them regularly to engage in safe driving behaviors while they're on the road.

### Driver Scores

Just like driver rewards, drivers can track their driver scores right on their smartphones, regularly enforcing the importance of safety while on the road and creating that safety culture that every fleet needs.

### Occupant Recognition

The Fleet Mobile app can detect who is behind the wheel of each vehicle. This tool is particularly useful for fleets where drivers may drive different vehicles each day.

### Azuga Coach

Azuga Coach is an add-on to improve driving behaviors through targeted coaching. It detects specific driving behavioral problems through telematics, then delivers the driver coaching targeted to that problem through Azuga Coach.





## Additional Features

Many of the other features that Fleet Mobile includes were already mentioned in the previous chapter. For a complete list of its many features, please check out the [feature page](#) on our website. In this section, we will discuss a few miscellaneous features that will benefit your fleet

### Fleet Risk

With this feature, you can leverage risk assessments that include your fleet's history to plan for the future and make important decisions regarding your fleet's safety.

### Maintenance

You can easily track your fleet's maintenance needs from your Fleet Mobile app. Telematics tracks any issues that arise with your vehicle in real-time so you can act on them as soon as possible.

### TimeCard

With TimeCard, your drivers can easily track their time in the Fleet Mobile app. If drivers can submit their timecards right on their phones, you don't have to worry about tracking them down to submit their timecards, making it much easier to get time submitted every pay period.



## How to Choose the Right Fleet Tracking App

There are many factors to consider when it's time to pick a fleet tracking app for your fleet. You need to make sure that you find a long-term solution that will work for your fleet as it grows, helping your business be successful for years to come. Azuga's Fleet Mobile has all of the features you need to help your fleet find that success. Learn more about Azuga's Fleet Mobile app by visiting the [feature page](#) on our website or by trying out a free demo online. You're sure to be impressed with what you can accomplish.

### References

Know more about Azuga Fleet Mobile Features:  
<https://www.azuga.com/fleet-mobile>

# About Bridgestone

Nashville, Tennessee based Bridgestone Americas Tire Operations is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company offering a wide range of Bridgestone, Firestone and associate brand tires, BATO maintains wholesale and original equipment sales operations across a broad line of products, including passenger, light truck, commercial truck and bus, agricultural, motorcycle, kart and off-the-road tires.

Additional US subsidiaries include Bridgestone Retail Operations which operates the largest network of company-owned automotive service providers in the world – nearly 2,200 tire and vehicle service centers across the United States – including Firestone Complete Auto Care, Tires Plus, Wheelworks and Hibdon store locations. Bridgestone authorized dealers consist of independent tire retailers that are authorized to sell and service Bridgestone or Firestone products. BATO's Commercial Solutions Group also has an extensive dealer network that also includes Truck, Bus, Radial Division. In summary the Bridgestone network consists of approximately 5,400 service locations for tire, automotive and fleet solutions.

Below is a complete list of links to our products for Commercial, Retreads and Consumer tires.

## **Bridgestone Brand**

Alenza, Blizzak, DriveGuard, Dueler, Ecopia, Potenza, Turanza  
Bridgestone Consumer product

website: <https://www.bridgestonetire.com/>

Bridgestone Commercial product

website: <https://commercial.bridgestone.com/en-us/index>

## **Firestone Brand**

All season, Champion, Destination, Firehawk, Transforce,  
WeatherGrip, Winterforce

Firestone Consumer product

website: <https://www.firestonetire.com/>

Firestone Commercial product

website: <https://commercial.firestone.com/en-us/index>

## **Bandag Retread**

website: <https://www.bandag.com/en-us/index>

# About Azuga

Azuga, a Bridgestone company, is a leading global connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, award-winning fleet applications and data analytics. Azuga is headquartered in Fremont, California.

Our award-winning Azuga Fleet solution is used by thousands of customers—from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.

**azuga Fleet**

**Good for drivers.  
Great for business.**

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