

Go Green, Reduce Costs and Increase Productivity With GPS Vehicle Tracking

Global Positioning Systems (GPS) provide fleet owners and managers with powerful tools that can help reduce fleet costs and increase the productivity while helping the environment.

Jan. 15, 2009 - [PRLog](#) -- Businesses tend to view fleet management as no more than a necessary evil. Vehicles are essential to some small businesses, yet the work and costs involved in maintaining even a small fleet can seem daunting.

And as environmental concerns grow for businesses and the public, fleet owners look for solutions to help reduce their environmental impacts.

Luckily, as with other aspects of business, technology has come to the rescue. Global Positioning Systems (GPS) provide fleet owners and managers with powerful tools that can help reduce fleet costs and increase the productivity while helping the environment.

The most effective GPS products currently on the market integrate the latest technological features with user-friendly controls. This gives fleet owners an easy way to see what goes on beyond their office walls.

Going Green While Reducing Fleet Costs

Fuel use remains a major cost for fleet owners and contributes to environmental degradation. The only way to lower your fuel bill and help improve the environment is by reducing consumption. High-quality GPS tracking systems include a variety of management features to help ensure that vehicles use fuel more efficiently.

Driver behavior directly affects fuel consumption with speeding and excessive idling as the two top offenders. According to the U.S. Department of Energy, maintaining efficient vehicle speed provides a fuel economy benefit of 7-23%.

In addition, the average cost for idling vehicles running at 800 rpm are .85 gallon per hour. Considering all factors, including any wear and tear caused by restarting, any vehicle that will be stopped for more than 60 seconds (except in traffic) should have the engine turned off.

By monitoring vehicle speed and idling, GPS vehicle tracking solutions provide fleet owners with a way to pinpoint and correct poor driving habits. As driving habits improve, fuel consumption will decrease.

Increasing Productivity

A recent study by the Aberdeen Group, a research firm that studies the effects of technology on business, found that organizations with fleets experience a 23% increase in the total number of service calls completed per day per technician once a fleet tracking system has been installed in their vehicles.

GPS fleet tracking can increase productivity in two ways: increasing response time to job sites and ensuring employees complete their jobs in a timely manner.

The best GPS systems provide minute-by-minute updates to pinpoint the exact location of every vehicle, every minute of every day. Fleet owners have the ability to give drivers the location of and the quickest route to any job site. They can also locate the vehicles closest to any job site and dispatch drivers in an efficient manner.

By localizing vehicle routes and improving route efficiencies, your company can do more business every day while also helping the environment.

In addition, GPS solutions can incorporate automatic timesheet features to help fleet owners keep accurate employee hours and eliminate paperwork. Owners can quickly determine the actual number of hours an employee spends in the vehicle, how long they spend at each job site, if they are using vehicles for private use during work hours (or unauthorized after-hours use) and monitor excessive stop times.

Many business owners find that the information gathered by GPS serves as a motivational tool. The system can be used to further increase employee productivity with bonuses and rewards based on tangible performance metrics.

How GPS Works For You

Acquiring a GPS solution for your business fleet is generally an easy process that usually works like this:

Once a business makes the decision to increase profits with GPS, a vehicle tracking unit (VTU) will be installed in each vehicle. With the best systems, there are no exposed wires or antennas, making the equipment virtually tamper and theft proof.

Utilizing satellite technology, the system begins monitoring and recording activity of each vehicle. Fleet owners or any authorized personnel can then access the information from any Internet-enabled computer.

The GPS interface should give you a clear view of the position of all your vehicles, as well as important information on vehicle activity. Quality systems will include historical reports are simple to generate and provide a concise overview of key metrics.

When used properly and combined with an employee awareness program, GPS fleet tracking will generate a clear return on investment and reduce your business' environmental impact.

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Country	United States
Industry	Technology , Transportation , Shipping
Link	https://prlog.org/10168009



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