

HOW TO PRESENT GPS TRACKING TO YOUR TEAM

We have developed this guide to assist you in the introduction of GPS Fleet Management/Tracking to your employees. By communicating with your employees upfront and defining how they and the company will benefit, you will make this new implementation much easier for your employees to understand and accept.

When first introducing your employees to GPS Fleet Tracking it is very important to be open, honest, and positive about fleet tracking. You want to maintain a good relationship with your employees in order to keep business running smoothly; this is why it is important to discuss all elements of GPS tracking with them.

The following steps have helped our current customers introduce fleet tracking to their employees smoothly and we hope they help you do the same:

1. Make it as easy as possible for drivers to identify and understand the new fleet tracking systems.
2. Help employees recognize that many of their concerns are based on irrational assumptions.
3. When considering any new policies be sure to keep your employees interests in mind as well as your own.
4. Brainstorm ways that will satisfy everyones needs - not just your own.
5. Seek solutions accepted by you and your employees.

There could be a variety of different reasons you have decided to purchase a gps fleet management system - to increase driver productivity, improve route management, reduce fuel costs/consumption, etc. These are the type of points you need to communicate to your employees and let them know it is not your main intention to 'spy' on them.

Introducing the system in a group meeting has been proven successful for many of our customers. We have outlined a structure you can use for introducing your team to GPS Fleet Management, to make the transition easier:

Introduction:

Start out the meeting with a brief introduction. Explain to your employees in order to remain competitive in today's fast and growing business environment you will be launching a new fleet management system. This will result in increased efficiency, lower fuel costs, and an increase in your company's bottom line.

Explain the System:

Explain to your employees everything you know about the new system. The more informed your employees are about the system the better they will feel about the change. Explain everything from the device itself to the different activities the software can record.

Benefits of the System:

Discuss the different benefits the system will provide - lower fuel costs, route optimization etc. And make sure you include direct benefits for employees.

Questions & Answer Period:

This is the most important part of the meeting. You want to make sure your employees do not have any unanswered questions or incorrect assumptions about the new system. Be open to any and all questions from your employees. If an employee asks a question you don't have an answer to, tell them you will get back to them as soon as possible. We will be more than happy to help you with any questions your employees may have to ensure they are as comfortable as possible. At the end of the day you do not want to make your employees feel uneasy about this change. They are often a huge part of your company's success and more often than not a happy employee is a productive employee.

There is no right or wrong way to present gps tracking to your employees however the following do's and don'ts have proven to be helpful in the past.

- DO:
- Introduce the system by personally communicating with your employees. You want to be the one telling your employees about the system first hand to avoid any assumptions and miscommunication.
 - By doing it in a personal setting you will also give them a chance to have all their questions answered from top management. Be sure to listen and respond calmly to concerns, you do not want to appear defensive.
 - Try to keep the meetings as positive and upbeat as possible. Yes, you may be installing fleet tracking because work is not up to standards but telling this to your employees will make them see the systems in a negative light. Talk to them about the positive improvements the company will be able to achieve (and don't forget about the positive benefits for employees).
 - Be empathetic. Your employees may be defensive at first about the change, put yourself in their shoes and be as supportive as possible.
 - Establish a set way for employees to provide feedback and have their questions answered after the system is in place. Whether it be by email, comment box, or another system, encourage employees to feel comfortable asking questions, addressing concerns and making suggestions.
 - Recognize all positive changes and improvements you notice when the system is implemented. You could award employee improvements with a cash bonus, gift certificate or simply a letter from the company president recognizing their behaviour.

- DON'T
- Install the system without telling your employees. We understand it is tempting to install the units first for a variety of reasons but the potential repercussion from employees is usually not worth the risk. Also, if employees are aware of the system from the start efficiency starts rising immediately.
 - Hide information or bypass difficult questions. You want employees to understand the system and the things it is monitoring to get the best results.
 - Expect all employees to embrace the fleet tracking system right away. It is normal for people to be threatened by changes in the workplace and hopefully once your employees see the benefits they will embrace the system.
 - Once the system is implemented do not make rash decisions based on one incident; get the whole story first.

Post Implementation to Ensure Healthy Implementation

Sharing reports with your employees will help them understand how their behaviour affects the companies liability and bottom line. You will be surprised at how positively employees will react to viewing the information and reports.

We have seen many of our customers hang their driver scorecard reports in their company break room or share it via email so all the employees can see how they are doing. This makes it sort of like a competition between all the drivers to see who can get the best mileage, fewest incidents, etc.

Here is an example of how sharing a driver scorecard report helped a company reduce fines and liability by over 60%. The company implemented a system of sharing driver scorecard reports as shown below. The scorecard reports touch on key pain areas. By sharing the knowledge the employees were able to see how their bad habits were affecting the company. The managers found the employees competing to have the best score and correcting their poor behaviour on their own. Not only were the employees bad habits greatly decreasing, but it was done on the employees own account without the manager getting involved.