



Telematics and why it's not working in the way you thought it would?

It's a terrible day, you went to see how your fleet was being used but couldn't access your telematics system, again. It was purchased 3 years ago and it's been nothing but trouble ever since, the reporting is all wrong even when you can access it and the company you purchased it from isn't interested in helping you solve the problem. Sound familiar? Well sorry to say but you're not the only one in this predicament and if you have not purchased a system yet, then hang on, you may just want to have a read of this first.

Telematics systems are an enormous benefit and if they are treated in the right way will bring huge benefits to your business, allowing you to have accurate clear data which enables you to run your business more effectively, saving money, time and resources. The Finance Director should be able to accurately measure costs, the Operations team should be able to better plan and increase the utilisation of the fleet and the drivers will be able to measure their performance and self-improve, saving again on no need training costs.

This hasn't been most people's experience and at a recent meeting involving over 40 heads of fleet when asked the question "Who's happy with your telematics system" not one hand went up. The value that could be achieved isn't happening and as a result they are being



dropped by business organisations or they want the price driven down. So here are some point that you might want to consider

Costs

There are some things that you need to do, so take the time to scope out what you want and this shouldn't be just the cost. As an example there are some organisations out there that want units at £6.99, well it's the old story and you will get what you paid for. Low cost systems like these will provide you will little benefit, if any at all and our advice would be don't.

Reporting

You need to look and understand what reporting you want and why you want it. Some of this may be social reporting such as identifying your carbon footprint, the rest of it may be much more in line with business and cost reporting, utilisation of vehicles, fuel use. Do you want reports hourly, weekly, monthly?

Skills

Consider how you will train people, who needs training, access, how are you going to use the system and who will do this? How are you going to train them?

Data

Once you get the system into place, how will you access your data, can you manipulate the data into fields that work for you, can you use it to analyse what has happened and more importantly can you use the data and algorithms for predictive analysis of what may happen?

Risk Management

If you have the right system then it will begin to mitigate against your business risks in a number of different ways, the obvious ones being the risks to drivers, other road users and protecting your vehicles in high risk environments.



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Procurement

We would advise that you don't leave this to a procurements team, you cannot purchase a system in the same way you buy office furniture or lease a fleet of vans. The main reason for this is that to get the best out of a telematics system you need to have in place robust process and procedures, these will need the support of other key stakeholders and some change management.

Needless to say, this isn't everything that you need to do and at SAT we have years of experience of scoping out systems for clients, managing the change process, bringing in the process and making sure the staff are upskilled to manage the system so you can get the best out of it. Don't think that you're alone against the world of the sales guys there are some experts out there and were happy to help you get what you want.

We are also independent of telematics companies; we won't sell a system to you but will provide you with a variety of options from different providers based upon your needs.

If you would like to talk to us, then please contact us

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