

How do your staff feel about GPS vehicle tracking?



Gaining acceptance is key to the success of your solution!

So you are considering a GPS vehicle tracking solution? One of the biggest issues companies face is gaining the acceptance of their employees. Finding out the company you work for has implemented a GPS tracking solution across the fleet can be a daunting feeling for many employees, stirring up a range of emotions.

Often the biggest concern often is that employee's fear of the 'Big Brother' effect that surrounds GPS vehicle tracking. We often find that 'spying' is the least of your reasons for implementing the solution, rather it is focused on improving the business and staying ahead of competitors by reducing one of the biggest business expenses - managing a fleet.

So how do you communicate that to your workforce, and get them to see the value it will have for both them and the company?

- ✓ **Demonstrate it's not 'Big Brother'**
- ✓ **Do not introduce the solution covertly - be open about the implementation**
- ✓ **Explain your reasons for implementing the solution and the benefits to the company**
- ✓ **Highlight the advantages the solution will bring to your drivers**
- ✓ **Implement a rewards scheme to drive motivation**



THE KEYS TO SUCCESSFUL IMPLEMENTATION

From years of experience in the industry we have found that these are some of the top ideas for gaining acceptance from your employees:



Demonstrate it's not 'Big Brother'

One of the first things you can do is to eliminate the 'spying' idea from your employees and ensure them that their privacy is ensured. Ensure you are clear with your communication on how real-time tracking is actually used to help make informed decisions on day to day operations, or react to an emergency situation. Further emphasise that it is the responsibility of an employer, by law, to ensure the safety of all employees in a mobile workforce, which is helped by GPS vehicle tracking. Even if you wanted to, no company has the resources to sit and watch what every driver is up to for the entire day.



Do not introduce the solution covertly – be open about the implementation

If you want to gain acceptance from your workforce the last thing you want to do is install the system without telling your employees. By hiding things you are likely to create distrust, along with an immense backlash should it be accidentally discovered, which will create more problems than you initially would have had. It is important that employers are open about the process from day one of the decision to roll out the solution, the earlier you involve them in the process, the better. It is also recommended to demonstrate to drivers how the system works, showing them which information is actually being used. Providing them with data to help them improve is also a good way to gain acceptance. Quite often fears are diminished when they actually see for themselves what the solution is all about.



Explain your reasons for implementing the solution

The goals you have set when implementing a solution need be communicated clearly to your employees. We recommend a company policy is released that outlines clearly the reasons for implementing the solution. This is a good time in the process to answer any questions from employees on exactly what the system does and doesn't do.



Highlight the advantages the solution will bring your drivers

While demonstrating the benefits to the company, it is also a great opportunity to highlight how the solution will actually benefit employees. The solution will not only make them safer on the roads, but it can make their daily tasks more efficient. Some of the key benefits to a driver are:

- ✓ **Safety** – if an employee is involved in an accident the employer will know straight away and be able to send help, or if an employee fails to make a check-in the employer can find out where they are or send help.
- ✓ **Saves time** – using GPS tracking you can create logbooks and time cards, saving the driver time filling out endless paperwork. Additionally, coupled with satellite navigation systems, can direct them on the most direct routes and provide instructions at delivery addresses, saving the driver time, and inconvenience.
- ✓ **Validating their work is completed** – often companies receive complaints from customers complaining that jobs were not completed, a driver was late, or even dangerous driving complaints. GPS vehicle tracking logs can prove that employees have indeed done the right thing.



Implement a rewards scheme

Setting up a review system and introducing key performance indicators (KPI's) based on information derived from the solution can be a good way of both involving your employees, as well as challenging your staff to improve in key areas. Rewarding those who are meeting or exceeding standards is a fantastic way to motivate staff and reinforce the adoption of the solution while driving the results you are after.