



GPS Trackit
Fleet Intelligence Simplified™

7 Reasons Fleets Switch GPS Tracking Providers

A lack of customer support, limited product lineup, restrictive contracts, or a lack of training can all be reasons businesses move to a new technology partner.

Fleet management is a team sport. It requires cooperation within the field service business that's juggling technicians and vehicles with business operations – with the goal of reducing costs and increasing productivity.

Effective fleet management also requires support from telematics service providers that supply the technology to address a fleet administrator's pain points.

Oftentimes, business goals around cost reduction and organizational optimization can only be achieved with guidance and support from the telematics provider. The first step is learning the ins and outs of the fleet tracking software. Next, telematics companies can help customize reporting and provide resources to streamline data management.

Ideally, fleet managers fully vet their telematics provider and remain happy with the provided products and service. However, there are times when a rush to adapt technology – perhaps in response to pressure from an insurance carrier – can result in a hasty decision. Field service fleets that become entangled in a three- to five-year contract with an unsatisfactory provider often experience a high level of frustration.

There are at least seven reasons that fleets choose to switch telematics service providers. Let's review them, as a way to help you avoid these pitfalls.

Reason #

1

Product Offering Is Too Specialized

GPS tracking of vehicles and assets has come a long way since the early days of the “dots on a map” approach. Many of the larger companies no longer focus on only vehicle tracking and instead focus on “convergence” or all-in-one solutions. This means that rather than offering single solutions such as fleet tracking, these companies provide integrated product offerings that include tracking, video, ELD, compliance, and productivity software and hardware.



“When businesses manage their vehicles using a comprehensive solution, it creates a force multiplier effect,” said Eron Usow, GPS Trackit’s senior director, product marketing and hardware products. **“They can solve for many pain points, using our technology to improve many operational areas of their fleet management plan.”**

However, there are still plenty of companies who narrowly focus on one category. There are dash camera companies that focus primarily on camera hardware – they release innovative video features powered by AI that help fleet admins actively manage risky driving. However, their ability to provide GPS tracking, asset monitoring, or compliance is limited. It would be a little like a carpenter who just carried a hammer and nails.

Then, there are the providers who cater to trucking fleets with legacy systems that aid compliance around meeting U.S. Department of Transportation rules governing driver hours, vehicle inspections, and drug screenings. They often provide sub-par video systems or limited asset management. There are a few companies focusing on preventive maintenance that need to partner with a GPS tracking provider.

When you choose a fleet management technology provider with an all-in-one offering like GPS Trackit, you instantaneously reduce complication and the number of failure points.

Reason #

2

Service Contracts Are Too Restrictive

In the past few years, the telematics industry has shifted its approach to selling its technology. In earlier years, companies required field service businesses to purchase tracking modules, video cameras, and logging devices up front. Monthly service was usually billed separately.



Recent years have brought a focus on delivering hardware and software bundles as part of 3- or 5-year contracts. In 2021, one prominent telematics provider announced it would offer free hardware. In some ways, this approach has resulted in less transparency around cost because the hardware costs are built into contracts that can contain onerous conditions, such as automatic renewals with built-in price increases.

Companies that advertise free hardware licenses usually aren't telling the whole story, especially if they're trying to increase the value of the company's sale in the equity markets. They need to cover the cost of the devices by locking customers into longer terms. The contracts are usually restrictive and can

increase compounded costs by more than 15% over a three-year time frame.

Providers such as GPS Trackit continue to offer month-to-month contracts that give field service businesses more flexibility in their monthly budgeting. GPS Trackit also offers longer terms for companies seeking more monthly cost certainty.

Reason #

3

Lack of Support When Installing Hardware

Installing GPS tracking hardware and video cameras can frustrate business owners who don't receive enough support from their provider. **Commercial vehicles need to be on the road to earn revenue for the business, so any additional downtime created by installing hardware runs counter to that purpose.**



Leading providers usually offer professional or DIY installation. For businesses that have maintenance technicians or skilled personnel, self-installation can save time and cost. Unfortunately, there are service providers who ink new contracts, send out hardware, and don't provide support for technical questions.

Some providers supply installation guides or manuals, while others let the customers figure it out themselves. This can be particularly tricky if the business owner is using products from different suppliers. In some instances, businesses use GPS tracking from one provider, a video system from another, and ELD or compliance service from a third. **It's usually best to work with an all-in-one provider that can work out the kinks before you deploy the product.**

Reason #

4

Easy Training Is Nonexistent

Not every telematics provider gives the same level of support during onboarding or for newer customers. Telematics dashboards provide a ton of information, and it can take some time for a new user to familiarize themselves with how to find what they need.





A company that provides live support, scheduled training sessions, and on-demand training courses can be a good fit for field service businesses with limited resources. **GPS Trackit has begun offering Learning Lab, which provides links in the platform to on-demand courses with basic and advanced modules.**

Basic training helps fleets know how to label units, understand the map view, and access tracking history. Advanced courses provide guidance to driver behavior analytics, the maintenance module, and routing software. The short, snackable videos help businesses get training on-demand rather than in scheduled training classes. Field service businesses benefit from around-the-clock training, especially because they often work evenings and weekends.

“What we want to accomplish is ensuring that our customers have all the resources they need to have a successful experience with us,” said Savannah Brewer, GPS Trackit’s training coordinator. **“We want them to start off on the right foot, which means getting the familiarity they need with the software. We’re seeing this as another piece in the puzzle to improving our overall customer experience.”**

Reason #

5

Reporting Dashboard Isn’t User Friendly

Customers usually abandon software that’s not easy to use. Typically, companies that provide software-as-a-service to other companies, such as fleet management systems, experience a 5% to 7% monthly churn rate.



Not all telematics dashboards are intuitive to use.

Back-office personnel at plumbing, electrical, or construction companies don't have extra time to figure out how to pull custom reports about idling, maintenance, or route history. The dashboard's interface needs to provide a friendly user experience, and the company must support its customers.

The support comes in a format where the telematics provider helps fleet admins set up custom reporting that meets the needs of the business. Emails and alerting should be customized to help the business meet its goals to reduce speeding, after-hours use, or proof of service.

“Connected vehicle platforms provide plenty of data at the level of the device, such as in-cab alerts, or from the cloud,” said Devin Meadows, GPS Trackit’s director of product management. “Narrowing in on specific metrics with customized reporting helps business owners manage their vehicles and drivers more efficiently and safely.”

Reason #

6

Limited Focus on Advanced Driver Management

Tracking dots on a map isn't enough in today's lawsuit happy business climate. Field service businesses need video telematics systems to help them monitor and reduce risky driving. In some cases, insurance carriers are insisting.

Video systems have come a long way from the early dash cams that exonerated drivers after an accident that wasn't their fault. Current systems supplement inertial driving data around acceleration, braking, and cornering with more sophisticated driver data. These systems use AI on the camera and in the cloud to capture and confirm distracted driving. They help businesses become aware of cell phone use, seat belt compliance, smoking, and even drowsiness.



Not all telematics companies offer a full video solution. Several large providers rely on third-party hardware that may deploy AI in a limited way. Other providers offer a lower quality video system just so they can check the all-in-one box.

A limited video system can frustrate fleet management efforts because it provides too many false positives with its limited or newly implemented AI. It may provide lower-resolution images that miss key details such as another vehicle's license plate that could help exonerate the company's driver.

A higher-quality system also provides in-cab alerts that help risky drivers self-correct when they hear a tone and voice prompt warning them to slow down and stop distracted driving activities.

Reason #

7

Proprietary Approach Enables Data Silos

Effective telematics providers form partnerships with third-party software providers to help reduce data silos. Oftentimes, businesses have too many logins, which makes it more challenging to analyze trends. For field service businesses, this involves data integrations with back-office software.

Companies such as ServiceTitan combine scheduling, dispatch, invoicing, sales, marketing, reporting, and more in a mobile, cloud-based platform.



GPS Trackit integrates GPS vehicle location data with the ServiceTitan platform, so businesses can triangulate technician location and time at the job site. This helps reduce time card fraud and validates service, among other benefits.

GPS Trackit has also formed a partnership with Fleetio around maintenance, so businesses can more easily capture vehicle defects from inspections, schedule repairs, and reduce downtime.

Final thoughts

Fleet management technology providers always need to remember that they're supporting customers with real-world business challenges. If a telematics provider can't provide the tools or service to reduce cost and improve productivity, it may be time to look for a new partner.

Working with a provider who acts as a true partner in the business is usually the best way to reduce frustration. If your contract is ending and you're looking for relief, contact GPS Trackit for a free demo. Let us show you how we can help.

Why Fleets Switch GPS Tracking Providers

Need comprehensive solution for fleet

Flexible Contract

Simple install

Easy software or on-demand training

Simple & customizable reports

Advanced Driver Management

Easy access to routing, maintenance or other add ons



Are You Ready to Get Started?

Speak to a Fleet Advisor today!

(866) 320-5810