

Target Keyword: How GPS Tracking Can Change Your Company
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Many companies have embraced using GPS in their trucks to improve travel time and cut down on driver inefficiency, but fewer have embraced the other side of GPS - tracking. Companies of any size can use GPS tracking, but the benefits can be especially striking for companies that use a small fleet of trucks to provide services, such as the HVAC and plumbing industries. There are many ways GPS tracking can change your company, making it more efficient

How it Works

GPS tracking uses GPS technology to deliver real-time information about your trucks' whereabouts. GPS software helps you examine and make decisions based on all the information coming in, including:

- Traffic conditions
- Arrival and departure times
- Routes
- The exact location of each driver

Modern tracking software is customizable and easy to use; for example, a good software program will allow you to either look at traffic maps, terrain maps, or a combination of both. Tracking software should be compatible with both desktop computers and mobile phones, allowing you to continue tracking even if you yourself need to be on the go.

Personnel

Tracking allows you to know what each of your employees is doing at any given time, which means that you can use it to improve the efficiency of your employees by reducing idle time, promoting safe driving speeds, and making sure that employees arrive and depart as scheduled. You can also cut down on unauthorized use of company trucks or equipment, which is a major problem for some companies. GPS tracking allows you to continue to monitor some aspects of your employees' performance even when you can't be on site with them.

Since you will be able to see your employees' location at all times, you can also address issues that contribute to lost costs and reduced inefficiency. For example, by making your operation more efficient, you will reduce the need for your employees to put in overtime.

You also save on the other side of the personnel picture - management. GPS tracking and the software involved can reduce the amount of route planning and personnel management that takes place, helping you to save.

Efficiency

With GPS tracking, you can streamline your company's operations, making them more efficient overall. When you are able to see exactly where each employee is at all times, you can make decisions based on that information. For example, when a customer calls you can see which employees are closest to that location, and send those employees out to respond to the call.

Another way GPS tracking can change your company by improving efficiency is by allowing you to make up-to-date decisions about things like routes. If there is an unusual amount of traffic, you can use GPS tracking to see that there is a problem and identify a different route for your drivers to take. GPS also improves the finding of a new route a part of that process.

Customer Service

One of the biggest ways GPS tracking can change your company is on the customer service end of the equation. When a customer calls, worried about the location of their service person or needing to change their appointment, GPS tracking allows you to make a real-time determination of the person's whereabouts. You can also integrate information like traffic conditions into your time estimate.

Being able to respond to customers in this way isn't just useful - in the modern business environment, it's expected by many customers. As more and more companies have embraced GPS tracking, being able to call and find out detailed information about arrivals is becoming the standard in many industries.

Maintenance

Great fleet tracking software will also allow you to monitor how your vehicles perform, and to compare that information to how they performed in the past. This helps you to stay on top of maintenance, thus reducing overall costs. More efficient maintenance is one of the biggest ways GPS tracking can change your company.

If your business uses trucks or cars for service, delivery, or any other reason, GPS tracking can improve your company's operations on just about every level of the equation. All of your operations will be streamlined, allowing you to improve customer service while saving on maintenance and personnel costs.