

Optimizing fleet efficiency:

The power of GPS tracking



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Introduction

Managing commercial vehicles has evolved significantly, but one tool remains indispensable for fleet efficiency—GPS tracking. Whether it's reducing fuel costs, optimizing routes, or improving driver safety, GPS tracking has become an essential component of modern fleet management.

Beyond operational benefits, GPS tracking also reduces insurance costs. Many major insurers offer fleet managers discounts of up to 30% for implementing GPS tracking solutions. In this e-book, we'll explore how GPS tracking minimizes unnecessary expenses, enhances fleet efficiency, lowers insurance premiums, and how to introduce GPS tracking to employees effectively.



Chapter 1:

Operational benefits of GPS tracking

GPS vehicle tracking is an essential feature for your fleet of commercial vehicles, and fortunately, today's tracking technologies are affordable and easy to install. Additionally, as we'll explore in this report, implementing tracking technologies will help you reduce your auto insurance premiums. Here are some of the ways your fleet will be more effective, efficient, and optimized with GPS tracking:

1. Reduced fuel costs

Minimizing unnecessary mileage and optimizing routes leads to lower fuel consumption and improved cost efficiency.

2. Extended vehicle lifespan

Monitoring engine performance and maintenance schedules helps prevent costly repairs and extends vehicle longevity.

3. Improved customer service

Accurate tracking and real-time data allow for better delivery estimates and route adjustments, enhancing customer satisfaction.

4. Anti-theft protection

GPS tracking provides real-time location data, allowing businesses to recover stolen vehicles quickly and prevent financial losses.





Chapter 2:

Pair tracking with comprehensive data analytics

How analytics make a difference

WEX ClearView delivers fleet data in intuitive, easy-to-read reports, making it easier to:

- Monitor idle time across all vehicles in your fleet.
- Spot problematic trends before they escalate.
- Implement proactive strategies to improve efficiency.

Excessive idling isn't always intentional—it often results from inefficient routes, long wait times, or drivers running engines unnecessarily. Fleet analytics platforms like **WEX ClearView** transform raw data into actionable insights, helping fleet managers:

- Pinpoint instances of excessive idle time.
- Identify drivers with inefficient fuel usage.
- Detect potential fuel fraud or unauthorized fuel spending.

Chapter 3:

Using GPS tracking to reduce insurance costs

Insurance companies recognize the value of GPS tracking in mitigating risks and improving fleet safety. Businesses that implement GPS tracking technology often qualify for significant premium discounts. Here's why:

1. Improved driving behavior

Drivers who know their vehicles are being monitored tend to adopt safer driving habits. GPS tracking allows fleet managers to analyze data on speeding, harsh braking, and sharp cornering—helping reduce accident rates by as much as 20%.

2. Reduced unauthorized vehicle use

GPS tracking discourages employees from using company vehicles for personal trips. Insurers reward businesses that can track and limit unnecessary vehicle use, reducing overall risk exposure.

3. Enhanced vehicle maintenance

Fleet telematics tools, like WEX ClearView's Service Report, send real-time maintenance alerts, preventing mechanical failures that could lead to accidents. Well-maintained vehicles lower the likelihood of insurance claims and help businesses secure lower premiums.

4. Lower accident rates

By tracking driver behavior and enforcing safer driving practices, businesses see a reduction in accidents. Fewer accidents translate to lower insurance costs and a better overall safety record for the company.



Chapter 4:

Best practices for introducing GPS tracking to employees

Fleet managers may worry about employee reactions when implementing GPS tracking, but a well-planned introduction can lead to positive results. Here are best practices for successfully introducing GPS tracking to employees:

1. Be transparent

Explain why GPS tracking is being implemented and how it benefits both the company and employees. Avoid secrecy, as unexpected tracking can erode trust.

2. Highlight the benefits

Emphasize how GPS tracking makes jobs easier and safer:

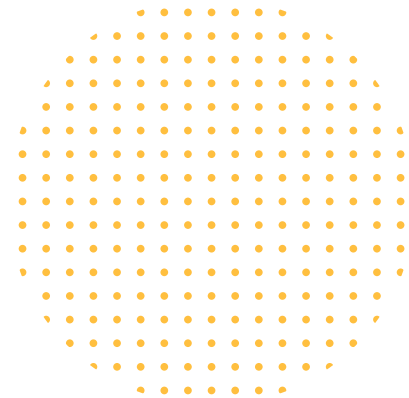
- Reduces manual tracking requirements like mileage logs.
- Ensures quicker emergency response in case of accidents or breakdowns.
- Protects drivers from false accusations of late deliveries or reckless driving.

3. Create clear policies

Develop and share a clear GPS tracking policy outlining when and how tracking will be used. Employees should understand what is being monitored and why.

4. Implement an incentives program

Encourage safe driving habits by rewarding good behavior. Consider bonuses or increased salaries for drivers who consistently meet safety and efficiency goals.





Chapter 5:

Additional strategies to reduce idle time

Fleet managers can implement several strategies to reduce idle time, many of which work in tandem with a GPS tracking system:

1. Automatic engine shutoff systems

Some fleets install automatic engine shutoff systems that turn off engines after a set idle time.

2. Auxiliary power units (APUs)

APUs provide power for heating, cooling, and other in-cab amenities without requiring the main engine to run.

3. Driver training programs

Educating drivers on the financial and environmental impact of excessive idling encourages better habits.

4. Optimized routing

Using GPS tracking, fleet managers can adjust routes to minimize unnecessary stops and waiting times, further reducing idle periods.

Chapter 6:

Choosing the right GPS tracking solution

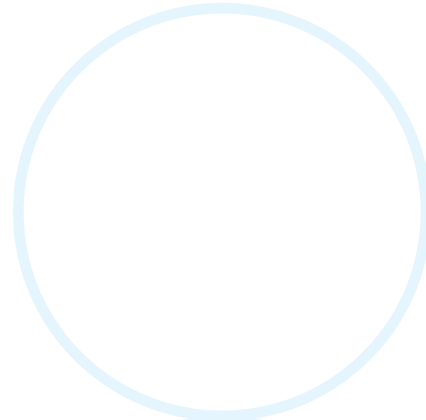
Whether you operate a small fleet with a few vehicles or manage a large enterprise fleet, **WEX ClearView** provides tailored analytics solutions:

- **Snap:** Get easy-to-read reports delivered straight to your inbox.
- **Essentials:** Gain deeper insights with compelling visuals and drill-down capabilities.
- **Advanced:** Move from insight to action with targeted reports and compliance tracking.

Conclusion:

Take action to optimize your fleet

GPS tracking is more than just a convenience—it's a cost-saving, efficiency-boosting tool that modern fleets can't afford to overlook. From reducing idle time to lowering insurance premiums, telematics solutions provide fleet managers with the insights they need to make smarter, data-driven decisions.





Next steps

- [Learn more about fleet analytics and fuel management.](#)
- [Apply for a fleet card today](#) to optimize your fuel costs.
- Explore additional resources on [fleet efficiency](#), [safety](#), and [fraud prevention](#).

By implementing GPS tracking, businesses of all sizes can reduce costs, improve operations, and create safer roads for everyone.

Resources:

U.S. Environmental Protection Agency (EPA)
Indiana Department of Environmental Management
Forbes: GPS Tracking and Insurance Savings
National Highway Traffic Safety Administration
Fleet Owner Magazine: Best Practices for GPS Tracking Implementation