



BE A STAR WITH YOUR CUSTOMERS BY USING GPS FLEET TRACKING

(And Two Other Ways GPS Fleet Tracking Spells Success for Your Company)

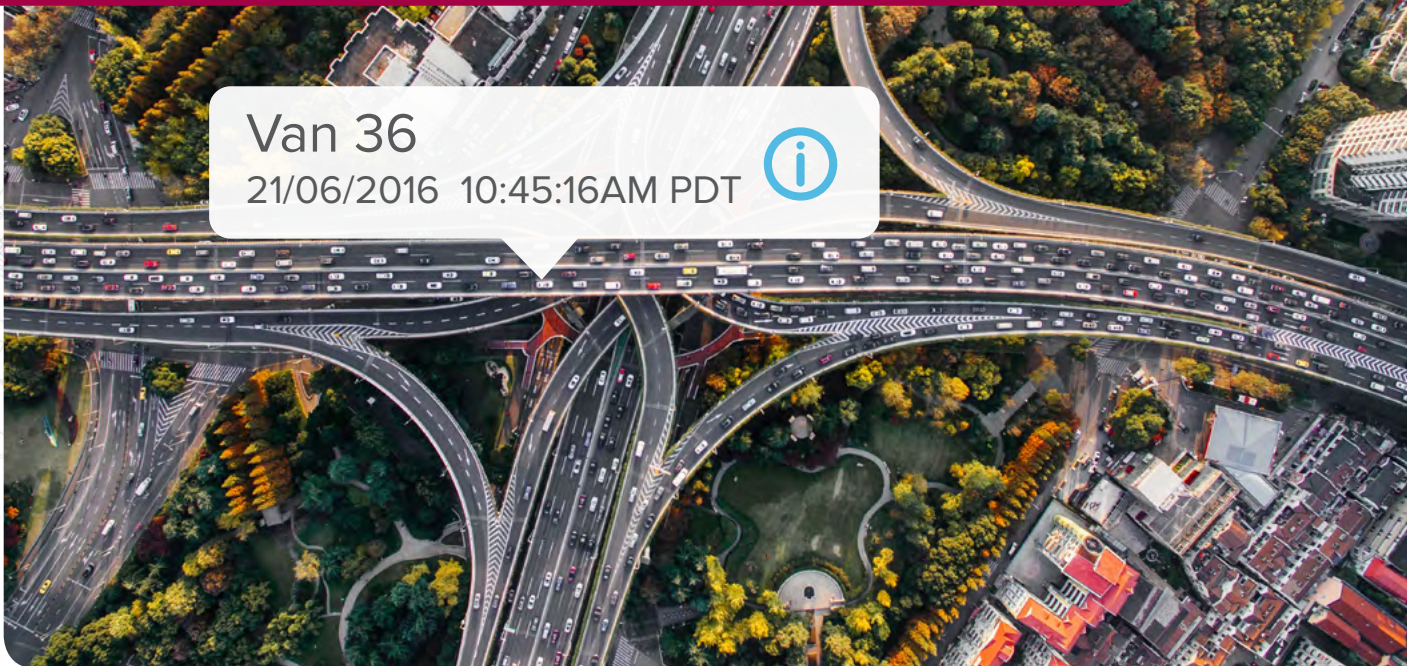


WHY DO YOU NEED GPS FLEET TRACKING?

‘We’ve always done it this way, so why the need for change?’

Change is inevitable. Whether it's global uncertainty and fluctuating fuel costs, environmental standards and regulatory compliance, ever-changing traffic patterns, increased demand for real-time tracking, or a combination of factors, modern fleets are required to be more cost-effective, leaner, and more customer friendly.

GPS fleet tracking is a solution that some fleet managers resist. But GPS fleet tracking isn't change for change's sake. It's the roadmap to success for shrewd fleet managers who recognize that the world is moving ahead around them and the question is no longer one of change. It's a question of lowering costs, remaining environmentally compliant, maintaining a high level of customer satisfaction, and ultimately, keeping pace with the competition.



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BE A STAR WITH YOUR CUSTOMERS

“ I'm no longer concerned when customers accuse my drivers of no-showing because I know I have my Nero Global Tracking GPS data to back me up. **”**

- Gary J (Owner of Limousine Service)



Customers need to know that you value their business. They need to know that their concerns are being addressed and understand that you value them. Customers are the reason you're in business. Let's face it: without customers you wouldn't have anything to ship. With today's technology, customers have higher expectations of the companies they work with. If those companies lack real-time access to information, those customers will go elsewhere. Don't get left behind.

Customer survey firm [Client Heartbeat](#) offers six reasons why customer satisfaction is important:

- 1.** It's a leading indicator of consumer repurchase intentions and loyalty
- 2.** It's a point of differentiation
- 3.** It reduces customer churn
- 4.** It increases customer lifetime value
- 5.** It reduces negative word of mouth
- 6.** It's cheaper to retain customers than acquire new ones



BE A STAR WITH YOUR CUSTOMERS



We know that customer satisfaction is important, and that is determined by the provision of good customer service. The more customers feel like their needs are important to you, the more inclined they'll be to become repeat customers. GPS fleet tracking can ensure that your customers are satisfied by providing them with the services they deserve and expect. GPS fleet tracking allows your customer service representatives to provide customers with accurate real-time information about the activities of your fleet, both now and in the past. For example, if a customer has an urgent need for a service call, live GPS tracking lets your customer service reps know whether there's a vehicle in the area. You can tell the customer whether a vehicle is stationary, whether it's on the move, and when the customer can expect a service call.

GPS fleet tracking also gives you the ability to resolve disputes, quickly and effectively. For example, if a customer disputes that one of your vehicles was at a certain place and time, you can quickly generate an historical report that details where the vehicle was at that time. And even if the vehicle wasn't where it was supposed to be at a specified time, you can quickly determine that and take the appropriate corrective action with your customer. The ability to quickly resolve situations is a crucial part of the customer service experience.

“*Nero's strengthened our business. Our clients appreciate knowing, reliably, when we'll be arriving. Customer billings are now more accurate, and auditable. Our sales staff are now more accountable for their time. Our fleet's more efficient. The list goes on. Put simply: we wish we'd implemented the system sooner.***”**

- **Dave A** (Owner of Garage Door Sales and Maintenance Company)

GPS Fleet tracking will enhance your company's operational capabilities and increase profitability, while also giving you a competitive advantage. We've received numerous comments from customers who stated that their fleet tracking systems made them the obvious choice over rivals. They could provide customers with precise timelines rather than rough estimates. GPS fleet tracking isn't a guarantee that your company will be able to provide service where and when customers need it, but it will allow you to make informed decisions, provide satisfying responses, eliminate ambiguity, and add credibility to your company. If your customer service is effective and nimble, that will translate into your customer's business, and you'll both look like stars.

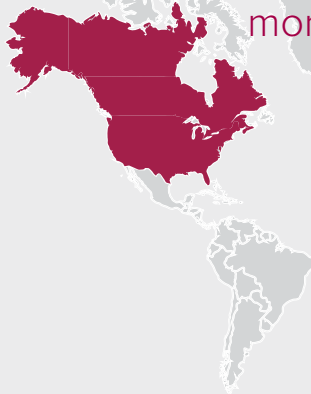


#1

Take Control Of Your Fuel And Maintenance Costs

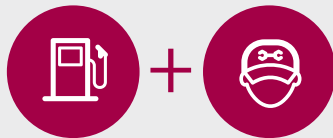


Idling in North America alone consumes more than



6 billion gallons of fuel, at a cost in excess of

\$20 billion every year!



Fuel and maintenance are the lifeblood of every fleet. Without fuel and maintenance, a fleet can't operate, and every fleet manager knows it. But the costs associated with fuel and maintenance are a constant pain point. Keeping those costs in check can be a full-time job and watching those costs soar out of control can be a frustrating experience. Idling, ever-changing traffic, and poor driving habits are all major contributors to rising fuel and maintenance costs. But with GPS fleet tracking, fleet managers can stop losing sleep and finally take control of fleet efficiency.

Monitoring driver behavior is a mission-critical activity that ensures fleet vehicles are driven responsibly and without unnecessary idling. It may seem counter intuitive to focus on the activities of one driver, but when you add up your fleet's drivers and look at their driving habits as a whole, the impact on your company's bottom line will be substantial.

Think about this: idling in North America alone **consumes more than 6 billion gallons of fuel**, at a cost in excess of \$20 billion every year! When you add to that the cost of maintenance created by extended engine running time, the economic impact becomes astronomical. In addition, many jurisdictions have implemented or will implement strict anti-idling laws with large fines levied against those who don't adhere to the law. And governments on the state, provincial, and federal levels either already offer incentives for organizations that adopt idling reduction policies, or certainly will in the near future.



#1

Take Control Of Your Fuel And Maintenance Costs

There are **several measures you can adopt** to educate fleet drivers about the best practices of idling, for example:

1. Avoid high speeds

4. Maintain a steady speed

2. Anticipate traffic

3. Accelerate gently

5. Coast to decelerate

By making these five simple changes in driving techniques, you can reduce fuel consumption by up to 25 percent, which can result in significant savings over the course of a year. But it's not enough to simply educate your drivers. You need to be able to determine whether they're helping you by driving responsibly, or whether they're hurting you by driving in less than optimal ways.

A GPS fleet tracking solution gives you the ability to re-route your drivers when traffic patterns change, meaning you'll see less time stopped in traffic and reduced idle time. GPS can track how fast your drivers are going, to help ensure that they're maximizing fuel efficiency. When you use GPS fleet tracking, you can monitor your drivers all the time to ensure that they're following the guidelines, and that means fuel and maintenance savings.

Two Other Ways GPS Fleet Tracking Spells Success for Your Company



#2

Increased Productivity Is In Your Grasp

A study by the Aberdeen Group found that small businesses with mobile fleets could increase their total number of service calls by

23%

per day, per employee,
after installing GPS tracking devices.



A company's operations budget is one of the most volatile and difficult expenditures to predict. There will always be costly and unexpected external factors that can't be controlled – which means you must absorb them from time to time. However, the more efficient you can be, the less likely it is that unexpected problems will arise from day-to-day operations. And GPS fleet tracking – more than just showing where your vehicles are at any given time – will become your method for predicting costly mistakes before they occur.

GPS fleet tracking can enhance operational efficiency effectively because of its dynamic applications and ease of use. A study by the Aberdeen Group found that small businesses with mobile fleets could increase their total number of service calls by 23% per day, per employee, after installing GPS tracking devices. While certain industries require the use of specific GPS fleet tracking functionality more than others, it's the combination of all the available features that make GPS fleet tracking such an effective tool for boosting productivity.



INCREASED PRODUCTIVITY IS IN YOUR GRASP



ROUTE OPTIMIZATION

Ensure that your fleet vehicles are taking the most efficient routes available by taking live traffic conditions into account while dispatching and by scrutinizing historical route log reports. Optimal routing means that your vehicles arrive to your customers sooner and reduce the total amount of fuel used. High customer satisfaction and a lean fuel budget will certainly have a positive affect on overall revenue.



FUEL & MAINTENANCE COST SAVINGS

Tracking driver behavior will allow you to detect poor driving habits such as idling, harsh braking and speeding. Correcting poor driving habits will mean less total fuel used and lower maintenance costs. Your tracking system will also prompt you when your vehicles are due for service, allowing you to stay on top of maintenance and keep your fleet running smoothly.



CONTROLLED LABOR COSTS

GPS fleet tracking lets you review the total driving hours of your fleet on a daily, weekly or monthly basis, depending on your needs. You can see precisely when your drivers start and end their days as well as the total amount of time they spend at individual job sites. GPS fleet tracking creates a culture of accountability and will lead to efficient driver work habits. It also protects you in the event of a labor dispute with a customer or employee by supplying undeniable evidence detailing where your vehicles were, and when.



IMPROVED COMMUNICATION AND DISPATCH

Making real-time adjustments on-the-fly can be a daunting challenge, especially when you're unable to get in contact with drivers to determine their locations. GPS fleet tracking will instantly tell you where your vehicles are and how long they've been there. Integrated dispatch systems allow you to send jobs and messages directly to your driver's navigation display and eliminate unnecessary radio chatter.



VEHICLE AND ASSET RECOVERY AFTER THEFT

It can take days, weeks, or even months to recover a stolen vehicle or asset after a theft, costing your business in lost time and productivity. Discreetly installed GPS beacons will allow you to locate your vehicle or asset immediately after a theft, and get it back into action so you can keep making money without interruption.





EMBRACE GPS FLEET TRACKING TECHNOLOGY WITH NERO GLOBAL

GPS fleet tracking is no longer just a 'nice to have' feature. It's something customers expect. While some companies resist change, the business case for GPS fleet tracking is obvious. It lowers costs associated with fuel and maintenance. It offers an invaluable customer experience that helps you maintain your current customer base and helps you expand with new customers. And it increases productivity and enhances efficiency. Don't let your competitors gain an advantage. It's time to embrace GPS technology and explore the immediate benefits to your business. At Nero Global, we understand new technology can be intimidating. We also understand that your business is unique. That's why we offer unlimited and personalized customer service so we can get to know your specific needs and help guide you through the process.

Visit our website or give us a call, and let's discuss how we can enhance your business with this powerful technology. We look forward to hearing from you!

 neroglobal.com



#300 – 2700 Production Way
Burnaby, BC, V5A 4X1

TOLL FREE: 1.866.514.7653 | LOCAL PHONE: 778.355.9545
FAX: 778.355.9546 | EMAIL: info@neroglobal.com