

Fleet management is data management

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Data management is key to building a successful fleet business. Especially in the age of the Internet of Things, adopting a data-driven approach allows an organisation to have full transparency and control over their business.

Every organisation should be asking themselves - how can we maximise utilisation of available data? Especially as fleets and assets expand, it is possible that some telematics data become overlooked, resulting in missed opportunities for application, integration and further growth.

Smart utilisation of data can help fleet managers understand the full breadth of the business and implement effective change, from operation and logistics through to assets and human resources. Below are some of the key areas they should be looking at.

Improving driver performance and fuel efficiency

Webfleet Solutions' research shows 51% of Australians could be turned away from a company whose employees drive recklessly. In the current climate of the pandemic, where delivery drivers and essential workers are facing heightened workload, it is especially important to adhere to safe and responsible driving.

Fleet managers can rely on telematics data to pinpoint the areas of improvement for each individual driver, such as harsh braking, harsh accelerating and speeding, and correct these

behaviours on time. This step is both cost effective and eco-conscious, as better driving habits lead to better fuel efficiency and cut costs in the long run. Smoother rides also bring safer, more comfortable experiences for passengers.

Monitoring road safety

In the event of a road incident, data can help to provide the full context. Businesses should consider investing in a software solution that can help to safeguard drivers and fleet against such risks as well as the affiliated financial and legal costs. A solution like the WEBFLEET Video, when combined with Webfleet Solutions' CAM 50 vehicle camera, hinges on telematics driving data and AI triggered safety alerts to give drivers full control of any incidents that may happen on the road and help avoid danger. Combined with dashcam footage, drivers and fleet managers can have access to live and historical data, including on-demand video retrieval and replay of driving events.

Asset tracking and management

Businesses who want to be future-proof should look at using telematics data for asset tracking. From a single interface, this data can provide real-time updates on when an asset is being used, when it leaves a designated area or when any motion is detected. The generated asset reports also give an overview of asset usage, such as total trip and engine hour information, which helps to make more informed decisions on resource allocation and utilisation.



Integrating data to achieve holistic solutions

Integrating multiple sources and sets of data can amplify user benefits. Webfleet Solutions, a Bridgestone Company, provides fleet operators with access to combined fields of expertise in both telematics and tyre management to deliver full scope mobility solutions.

What does this mean for customers? Essentially, they can utilise data generated from Webfleet Solution’s telematics and monitoring system for better insights into tyre requirements and scheduled tyre maintenance. For instance, if a truck is recorded by telematics to be travelling frequently on highways, this information can help businesses better tailor tyre selection for individual customers and measure the tyre’s expected performance.

Data integration can apply to many more areas in telematics and fleet management, such as GPS tracking, workflow management and EV management. Businesses who want to remain competitive in the industry should not only use data for retrospective purposes, but also explore ways of integration and innovation to meet constantly shifting customer demands

