

Our clients 10 must know tips when buying a vehicle tracking solution.

Whether you wish to invest in vehicle tracking to reduce costs, improve productivity, enhance customer service or protect your mobile workforce, there are many factors to consider first.

Reflecting upon their own procurement, implementation and ongoing operation of

tracking technology, a selection of Remote Asset Management (RAM) clients have gathered to offer helpful advice and tips for fellow organisations looking at tracking systems within the marketplace. This resource is therefore intended to help you protect your investment in vehicle tracking, regardless of the benefits sought.

#1

“Do not be swayed by tracking providers that promise never-ending functionality from the product. Some companies

wrongly believe that the more complicated the system the better, but in truth this just means the tracking will be difficult to operate and understand, it will take too long to extract the information you really need, and you’ll just be deterred from using it.

The really clever technology is found in systems that proactively deliver insightful business data quickly, clearly and simply. We don’t need to spend every hour of every day utilising the RAM product or sifting through unnecessary paperwork. Instead the information we need is right at our fingertips, and the reports demonstrate the detail we need in an easy-to-digest format, when we most need it.”

Rob Jackson, D H Marion (electrical contractor)

#2

“Don’t rely on existing industry-specific technologies, such as taco-graphs for hauliers – the functionality is

extremely limited (when compared to intuitive vehicle tracking), and the time

needed to manage these systems is incredibly unproductive and detrimental to the working day.

With RAM on the other hand, we can run and access valuable reports in an instant, and we can look at multiple vehicles at once, which saves even more time.”

Barry Proctor, Barry Proctor (road haulage)

#3

“Do not proceed with the tracking investment until you have received a detailed demonstration of the product in action.

Some companies are only willing to deliver an online demo, or worst still no demonstration at all if the provider is using a reseller, which leaves you with no idea as to whether the product will truly satisfy your requirements.

We had an in-depth on-site demonstration of RAM tracking which effectively showed us from top to bottom just what functionality RAM could offer. We could see very quickly that the solution represented excellent value for money and would certainly meet the needs of our organisation.”

Chris Graham, Lembas Ltd (health food suppliers)

#4

“Once you have invested in tracking it is important that the units are installed by a qualified professional, so choose

a provider that employs talented, accredited engineers.

When RAM came out to fit the new trackers to our vehicles the engineer was very knowledgeable, friendly and punctual, which set a very good impression for the company.”

Marion Jones, I2 Analytical (environmental science specialists)

#5

“Look for a product that enables ease of accessibility and ease of use. Not all tracking users will be computer experts so the fewer barriers there are to interact with the system, the more managers will be inclined to utilise the solution and the greater the return on investment will be.

If I’m in the office I will no doubt access the RAM tracking interface on a computer, but the capabilities of RAM’s web-based solution means I can conveniently tap into the functionality on my smart phone too. This saves time and unnecessary journeys back to the office, plus it ensures I have the

information I need, when I need it.”

Chris Blantern, Hi-Point (scaffolding contractor)

#6

“It is understandable in the current economic climate to be cautious of additional financial outlay but take time

upfront to understand the cost-benefits of vehicle tracking technology. If you select the right system for your organisation the tracking will soon pay for itself due to the number of benefits and savings that you can experience. On the other hand don't simply select a cheap tracking system as low cost doesn't tend to equate to good value.

With RAM we very quickly achieved a return on our investment. For example tracking the location of our vans and being aware of site arrival and departure times means that we can now evidence our employees' timesheets and run a report if customers query the time our staff spend on a job. We can confidently bill customers and rectify any invoice disputes, which could otherwise be the difference between making a profit or not.”

Chaz Kohli, Denby Decorators (painting and decorating contractor)

#7

“Consider vehicle tracking as a helpful management solution rather than a disciplinary tool, and communicate

the true benefits of the system to employees. Honest dialogue with staff will prevent any misconceptions of 'big brother', when in truth you're protecting the welfare of the assets you value the most.”

Paul Strickland, Technical Elevator Services (elevator installation and maintenance contractor)

#8

“When purchasing a vehicle tracking solution, remember that you're not just investing in a product, you're investing

in a service that will help you to get the most from your system for years to come.

RAM's customer support resource is second to none. From the outset we could confidently utilise our new tracking thanks to the comprehensive training we received but better still the ongoing customer service assistance is always there should we need it, and product upgrades are free of charge.”

Dan Rochester, The Maintenance Group (property maintenance services)

#9

“Research the company history and select a tracking provider with a good trading record. Before we invested in RAM we were in fact tied in to

a contract with another supplier that 'went bust', leaving us paying for a system with no mapping and only very basic services.

RAM has a well-established background and has enjoyed seven years of solid growth. A substantial customer base of over 3,000 companies, plus a vision for continual improvement and industry progression, shows us we're now in safe hands.”

Nathan Hadley, Prospect Coaches (coach operator)

#10

“Don't believe the myths that you hear about vehicle tracking... that it increases

administrative workload, that you don't need it if your employees are trustworthy, or that only really large firms can benefit from using it.

Instead talk to the tracking experts who can help you resolve business issues you didn't even realise you had.”

John Capewell, Limmer Roofing (roofing contractor).

