

7 Common Myths and Misconceptions about Vehicle Tracking

Understanding the common myths and misconceptions about vehicle tracking will ensure you make an educated and well considered decision when you choose a vehicle tracking provider.

#1

We don't need to track our staff as we trust them all.

Installing vehicle tracking throughout your fleet is more than just monitoring your employees and acting like 'big brother'. Its main purpose is to increase the operational efficiency of the business and reduce the fuel and maintenance cost for the entire fleet. In addition, a vehicle tracking system also provides an extra element of security for lone workers and can increase the speed and accuracy of your responses to customer needs.

"I don't see RAM tracking as 'big brother' I told my employees that the system is not there to catch them out but there to protect them. However if there anything untoward was happening before the system was implemented then this definitely acts as a deterrent to that."

Prospect Coaches, Stourbridge



#2

GPS vehicle tracking systems are complicated to install and use.

Vehicle tracking is a service rather than a product, RAM will provide customers with installation support and system training throughout the contract. Both installation and usage of these systems are actually very simple. Who you chose as your service provider is very important to ensure you are getting the correct level of service and support.

“Since being with RAM tracking we have had fantastic customer service and there are many features that we utilise on a daily basis that were not available on the previous (tracking) systems. Plus when it comes to tracker installations RAM has provided a service that is twice as fast as and much more flexible than our previous tracking supplier.”

Technical Elevator Services, Wokingham.

#3

GPS tracking is unnecessary – I can keep track of my fleet using mobile phones.

This a common thought, mobile phones are a great communication tool but ultimately they cannot locate a vehicle or check engine status and can be switched off making them an inefficient tool for managing a mobile workforce. They cannot provide other information that fleet managers or business owners need such as; real time vehicle location, engine status, history of stop and start times, driving patterns, mileage and what really affects the bottom line – fuel consumption.

“With RAM we can now provide customers with accurate ETAs on site, we can verify hours worked on site and use this for billing enquiries and we can easily find the closest engineer to a job when we get an emergency call. All of this is a breeze to do, which saves us time calling everyone on their mobiles.”

Mulberry Group, Exeter

#4

GPS vehicle tracking systems are too expensive.

Cost is a huge concern to all businesses in the current economic climate and GPS tracking systems typically require an investment in hardware for each vehicle. However, these systems have been proven to identify those inefficiencies and practices in the field that are already costing your business a lot of money including: inefficient routing, surplus overtime claims, excess engine idling, bad driving habits etc. Companies that purchase a tracking system on a monthly payment basis can achieve a much quicker return on their investment as they only have to save more than what the system is costing them each month. The majority of RAM customers see an instant return on investment and can see that the system in essence pays for itself!

“The RAM system does pay for itself and more besides, but the main reason for having it isn’t necessarily for financial gain, we feel it has incredible value as a tool that promotes fleet optimisation.”

NMF Plumbing, Leicester

#5

The business is too busy to implement GPS vehicle tracking.

The fact is RAM vehicle tracking can save busy owner managed companies a lot of time and hassle. There are many tracking systems out there that can become administrative burdens that require great effort to manage but RAM has witnessed this and come up with a solution that proactively provides the information in a quick and easy to digest reporting format as well as many other functionalities that are designed to make life much easier. The busier the mobile workforce is the more critical it is to ensure that productivity of the workforce is maximised to make sure that work is done on time, deadlines are met and ultimately customers are retained.

“RAM has helped us improve our time keeping and we now have greater control of our vehicles that are spread all across the country. This makes our office admin much easier and saves us time and stress throughout the working day.”

Dinsdale Moorland Environmental Contractors, Skipton

#6

GPS vehicle tracking is for big companies only. It doesn't make sense for a small company.

Any business operating vehicles out in the field, whether that is 1 or 1000 will benefit from having accurate knowledge and understanding of their vehicles in real time as well as understanding what each vehicle has done on a working day through history reports. RAM's vehicle tracking system pays for itself very quickly due to fuel savings and increasing the general productivity and efficiency of the workforce as well as improving the customer service you provide. Whether you have sales reps or if you are a delivery company, a haulier, whether you have just a few field-based engineers or have mainly site based workers you will ultimately benefit from having location based, real time information as well as all historical information. This will help you maximise your mobile workforce and increase business revenue in the current business climate.

"We may seem like a small company on the outside, but our operation is truly working on a huge scale with this tracking system at the core. The control and flexibility gives us a distinct advantage over all of our competitors."

SLK Decorators, Wakefield.

#7

Our drivers will be ‘upset’ if we install GPS vehicle tracking.

There are actually many benefits for workers that have vehicle tracking installed; a lot of these benefits are overlooked when thinking about implementing vehicle tracking. There is a lot of time consuming paperwork that will be eliminated once RAM vehicle tracking has been installed for example, mileage logs. Other benefits for workers include: verification of hours worked and job performance, HMRC private mileage protection, liability protection, and enhanced safety of lone workers out in the field.

“We can print a ‘time at location’ report and verify the exact times that an engineer arrived and departed a site, which is incredibly useful if a customer should dispute our attendance.”

VLC Stair Lifts, Wigan