

# 5 TIPS

## for Driver Management

The success of your business depends on the success of your drivers out on the road. After all, they are the face of the company to your customers every day. Here are five tips to better manage your drivers — helping them be more productive, increasing customer service, and improving the overall efficiency of your fleet.

1

### MONITOR PLANNED VS. ACTUAL DATA

Many times, routers carefully create a plan for drivers and assume it will be followed, but don't know how the plan was executed. With dispatching and tracking, you have full visibility into what happened on the road. When routers plan an eight-hour route and a driver takes nine and a half hours to complete it, you're adding unnecessary time, miles, and possible overtime.

2

### MONITOR EXCEPTIONS

How many times a week do you think your drivers are deviating from the route path? What about taking unplanned stops, missing customer time windows, or speeding? Without tracking what actually occurred, you won't have the power to prove and correct poor driving habits and possible customer service issues — or have the information needed to save time, money, and extra miles.

3

### CHECK ON ORDERS WITHOUT DISRUPTING DRIVERS

When a customer wants an update on a delivery ETA, what do you do? Probably call the driver for details, which slows down the driver's productivity — all so you can maintain good customer service. Remember, every call you make to a driver is wasting time and money. With Omnitrac's mobile dispatching, GPS feeds of actual locations are updated up to once per minute (as opposed to the industry standard of about once every 15 minutes). Knowing the real-time location of your vehicles allows for proactive service to important customers. If the driver is behind, you'll be able to quickly call the customer and let them know. Or, you can set up notifications so that customers receive texts or emails about their order statuses.

4

### GIVE DRIVERS A MOBILE DEVICE

When drivers use mobile devices inside and outside of vehicles, you can help them become more productive and better at their jobs. Proof of delivery and signature capture can be required tasks using a mobile device for the driver to complete at a stop. Drivers can even mark products as over, short, or damaged. If a case of beer is damaged, for example, you could create a task to take picture notes when this occurs. Driver tasks come in handy when picking up or delivering products that need special care. For example, if you are delivering oxygen, you will want to make sure it's set up properly. A mobile form could be created so that the driver knows to record the pressure of the tanks and other important delivery details at each customer.

5

### PREPARE AND TRAIN RELIEF DRIVERS FOR SUCCESS

Many of your drivers have "tribal knowledge" about your customers. Your customers probably love that their regular driver knows who to talk to when he arrives at a stop, how to unload product, and which loading dock to use. But do you maintain that level of customer service when relief drivers fill in? There are a few ways that mobile dispatching can help with this. For one, drivers with mobile devices can review tasks on the device when they arrive at stops. All that knowledge about a customer can be loaded into the system ahead of time. Additionally, location comments can be read aloud to the driver when he or she approaches or arrives at a stop, sharing that "tribal knowledge" to provide a consistent customer service experience.



### HERE'S A TIP

Managing drivers is easier when you can give them the tools they need for success.

