Omnitracs

Electronic Logging Devices

5 Ways ELDs Can Enhance Your Operation

Robust Electronic Logging Devices (ELDs) are able to track driver hours and ensure compliance to Hours of Service (HOS) regulations, but electronic logging is just one component of a larger mobile fleet management solution. In addition to eliminating HOS violations, a flexible ELD solution can help drivers and fleets improve fuel efficiency, retain drivers, improve safety, and deliver exceptional customer experience.

1 Eliminate Hours of Service Violations

HOS violations result in fines, damage to Compliance, Safety, and Accountability (CSA) scores, and increased insurance premiums that hike up operational costs. In some cases, they can even result in out-of-service orders.

By automating the HOS logging process, the right ELD solution can help prevent some of the most common and severe driving offenses, including the falsification of logs, unknowingly exceeding the 14-hour drive limit, and not taking a required 30-minute break after 8 hours of drive time have passed.

CONSIDER THIS

According to the FMCSA, a driver convicted of an out-of-service order violation is subject to a civil penalty of at least $2,750.

2 Increase Your Profit Margin with Improved Fuel Efficiency

Driving behavior and vehicle monitoring are the largest contributors to improved fuel efficiency. With driver performance monitoring, fleets can not only identify and retain the best drivers, but can also help coach lower-performing drivers. Monitoring and maintaining a vehicle's health — in areas like tire pressure, for example — can also go a long way in ensuring improved fuel efficiency.

DID YOU KNOW?

- *More than ten seconds of idling uses more fuel than restarting the engine.*

- *Idling a heavy truck consumes about 0.8 gallon of fuel per hour.*

- *A standard size truck idling for 25% of the driver's workday will require $2,500 of fuel per year.*

- *A truck reducing its speed from 75 mph to 65 mph will increase its fuel efficiency by 27%.*

- *According to the U.S. Department of Energy, keeping your tires inflated to the proper pressure can improve your fuel usage up to 3%.*

3 Retain Your Best Drivers with Metric-Based Incentive Plans

With driver shortages reaching over 60,000 last year, and driver turnover at over 90%, carriers are undertaking various measures to attract and retain drivers.

With the competition heating up, fleets need to get creative. One method to improve retention is to implement a driver incentive program. Programs like these are unique because they provide bonus pay to the best drivers. Best of all, these programs are easy to administer by simply basing the incentive payments off of solutions focused on driver performance monitoring.

IN FACT

- *According to the American Transportation Research Institute, truck driver pay rose 33.6% from 2012 through 2017 — with the percentage continuing to increase.*

- *Nearly 80% of most fleet operators are offering truckers sign-on bonuses — some as high as $10,000.*

- *According to the FMCSA, it typically costs approximately $8,000 to replace a driver.*

4 Improve Fleet Safety

In our experience, we've seen that comprehensive on-board solutions help address these common problems.

CONSIDER THIS

- *80% of crashes are caused by distracted driving: In-motion interface technology and hands-free text-to-speech capabilities help you reduce in-cab driver distraction.*

- *30% of crashes are caused by speeding: A critical event reporting application can help reduce speeding by monitoring behavior in near-real time.*

- *10% of crashes are caused by drowsy driving: HOS solutions automatically notify drivers of available drive time, which minimizes the impact of fatigued driving.*

"There is a well-established relationship between speed and crash outcome severity. A 5% decrease in average speed leads to approximately a 10% decrease in injury crashes and a 20% decrease in fatal crashes."

— FMCSA

5 Improve Customer Service

Providing exceptional customer service is vital to the growth of any business — and the transportation industry is no different. With the most efficient on-board technology, your managers can view driver location, delivery status, available drive time, and vehicle health in near-real time and deliver excellent customer experience.

Let's take a look at three examples of how technology can improve the customer experience.

1: Allocate loads based on driver location

What happens if you have a job that needs to be picked up but you have a limited amount of resources? With vehicle availability and location data, you can quickly identify available capacity based on location, hours, and delivery status. This gives you the data you need to take the job confidently knowing that you have the bandwidth to deliver.

2: Accurately respond to a customer inquiry

With GPS data, vehicle data, and available drive time information at your fingertips, you can handle all of your customer needs in one phone call. Having this data on hand also eliminates the need to place tedious and sometimes frequent status update calls to drivers. This can also help free up bandwidth so you can place your focus on where it should be — growing your business.

3: Improve driver-manager-customer communication

Having access to all this information helps align your managers and drivers so that they're on the same page, creating an environment where problems can be addressed quickly with little confusion. It is less taxing on the drivers' time and enables fleet managers to coach and instruct efficiently and quickly.

This improved communication and problem-resolution capability also has a profound impact on the customer experience. With less time spent resolving internal issues, more time and energy is available to show your customers how important their business is to you.

── IN CONCLUSION ──

A robust ELD solution can provide fleets with a convenient HOS tool and a wide array of fleet optimization capabilities. The capabilities this technology can provide to carriers are significant and provide fleets with a major competitive advantage to leverage technology effectively.

Learn more about our comprehensive, flexible _ELD solutions_ at Omnitracs.com/ELD.
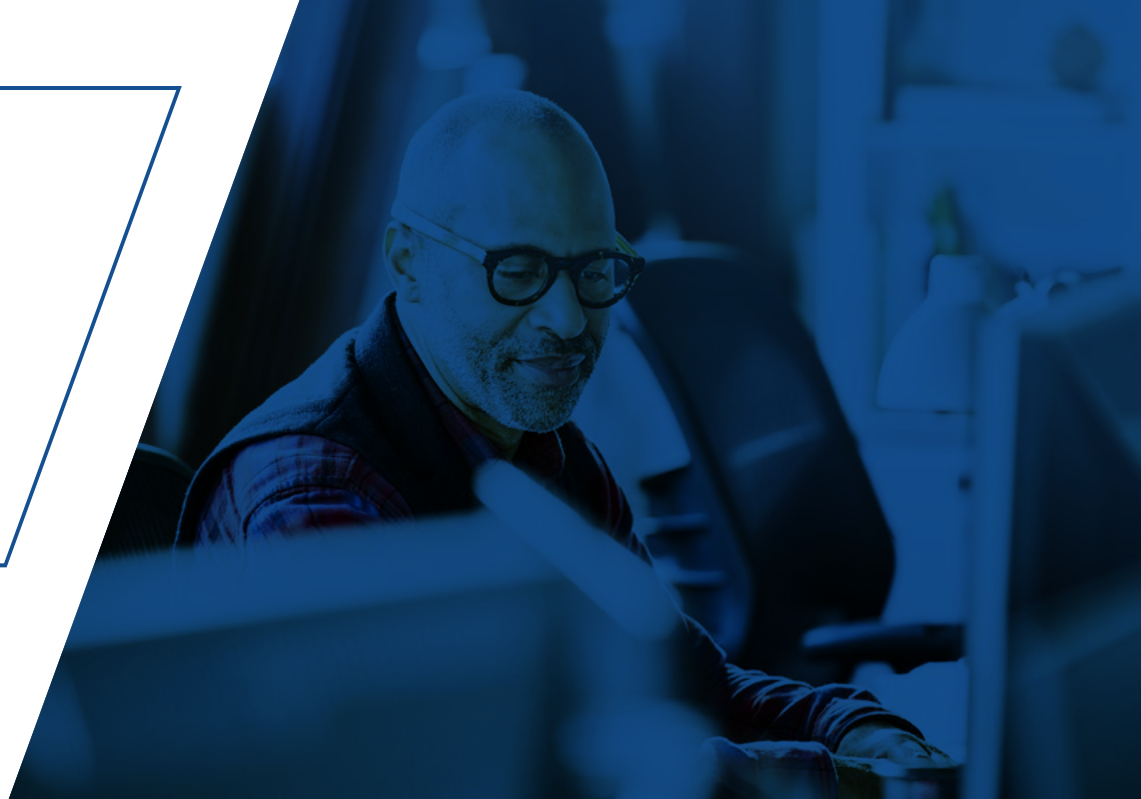
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ABOUT OMNITRACS, LLC

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitracs' more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.