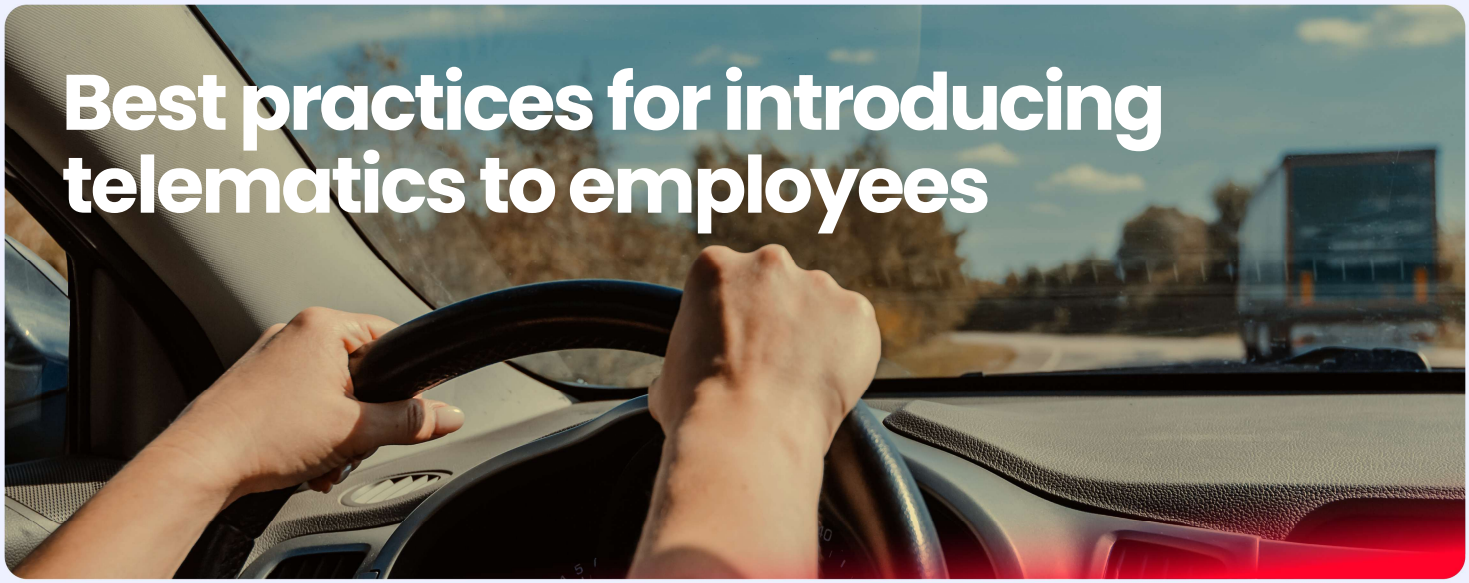
Best practices for introducing telematics to employees



Fleet managers may worry how employees will react when they start to see telematics devices in their vehicles, but a well-planned introduction can lead to positive results. Here are best practices for successfully introducing telematics to employees:

Be transparent

Explain why telematics devices are being installed and how it benefits both the company and its employees. Avoid secrecy. Unexpected tracking can erode trust.

Create clear policies

Develop and share a clear GPS tracking policy outlining when and how tracking will be used. Employees should understand what is being monitored and why.

Put an incentives program in place

Encourage safe driving habits by rewarding good behavior. Consider bonuses or increased salaries for drivers who consistently meet safety and efficiency goals.

Highlight the benefits

Emphasize how GPS tracking makes their jobs easier and safer:

- Reduces manual tracking requirements like mileage logs.
- Ensures quicker emergency response in case of accidents or breakdowns.
- Protects drivers from false accusations of late deliveries or reckless driving.