

FAQs

How Geotab is essential for fleets of any size.

Who is Geotab and what is telematics?

Geotab is the world's #1 commercial telematics provider. Telematics is a fleet management tool that is used for monitoring cars, trucks and other equipment. Using a telematics device, you can track GPS location, hours of service, vehicle speed and driving behaviors. In other words, Geotab connects vehicles to the internet and provides web-based analytics to help organizations manage their fleets with informed, data-driven decisions.

How is Geotab different from other telematics providers?

Geotab provides solutions for asset utilization and business agility, which offers much more than trips on a map. With the Geotab ecosystem, companies can customize a solution for their needs today and tomorrow. Geotab can help fleets manage fuel and ELD compliance, plan maintenance, attain fleet sustainability and manage electric vehicles.

Geotab Key Benefits

With Geotab, customers can help improve productivity, fleet optimization, sustainability, safety, expandability and compliance.



Productivity

- Reduce customer service times
- Identify unexpected stops
- Accurate arrival and departure times
- Optimize routes
- Reduce inefficiencies



Fleet optimization

- Manage vehicle maintenance
- Proactively detect electrical and other issues
- Report on driver safety
- Coach drivers
- Take advantage of dash cameras



Expandability

- Extend and expand with hardware add-ons & software add-ins
- Custom development with system integration (Software Development Kit)
- Access over 200+ Geotab Marketplace partners



Safety

- Receive collision notifications
- Manage driver risk
- In-vehicle coaching
- Track speeding and seat belt use



Sustainability

- Increase fuel efficiency
- Decrease idling
- Track CO₂ emissions
- Electrify your fleet
- Monitor and report on EV performance



Compliance

- Track Hours of Service (HOS)
- Complete Driver Vehicle Inspection Reports (DVIR)
- Comprehensive reports for tax purposes



How do I start a conversation about telematics with my customer?

To help a customer determine their telematics needs, the best place to start is to uncover the pain points and primary challenges faced by the customer. For some, it could be, “where is my driver? Is he or she working?” For others it may be — “are my drivers following the safety policy implemented?” or “how do I move towards more sustainable policies?” As the capabilities of telematics systems have expanded, fleets have also broadened their objectives from location tracking to including goals for safety, productivity or fleet optimization.

To start a conversation about telematics, it’s important to speak to the right audience. Is it the owner of the company, the fleet manager tasked to implement the solution or the accountant or finance manager looking at the numbers? Is it a representative from the HR department reviewing the policies or the maintenance manager wanting to improve their day-to-day tasks?

Here are a few sample questions to help you get started.

Sample Questions	
“Tell me about your company.”	If they have a website, take the time to get to know them before the meeting. This shows that you care about them and also gives you an idea of their core values. Owners are proud of their companies and will be glad to tell you all about them.
“What types of vehicles do you have?”	Ask them about their fleet. This is key since they might only have trucks or they might have equipment as well. Most companies want a turn-key solution for all asset types.
“What are the day-to-day duties of your employees?”	This could vary, so take notes. Most companies have sales, deliveries, support and other teams. Each driver is different, and you need to address the data you can give on each. Everything from building zones to after-hours use to delivery times, these are all keys in selling your solution.
“Is your fleet subject to ELD rules?”	This will allow you to understand what ELD solution is currently deployed and demonstrate not all certified ELDs are the same.
“How many claims did you have last year?”	Don’t be afraid to ask this question. You will always get a response as this hits their bottom line. If you can discuss how you can reduce their claims or at least prove to their insurance that they have a program in place, this will exhibit your concern for their company.
“How do you manage the maintenance on your fleet?”	This is a great opportunity to demonstrate the predictive maintenance capabilities with Geotab which includes maintenance reminders, engine codes and fault notifications.