



## Unlocking the Benefits of Vehicle Tracking: Promoting Safety, Efficiency, and Trust

In today's dynamic business landscape, optimising operations while ensuring the safety of your employees and the public is a top priority. Vehicle tracking technology offers a powerful solution to achieve these goals, dispelling misconceptions and fostering a culture of transparency and accountability.

### Prioritising Health and Safety:

Safety on the road is a shared responsibility. Vehicle tracking technology contributes significantly to safer driving practices. By monitoring critical data points such as speed, braking, accelerating and cornering, businesses can identify areas for improvement and provide targeted coaching to drivers. The result? Fewer accidents, reduced risk, and a safer driving environment for everyone.

### Business owners and Manager's responsibility:

- a. **Extension of Workplace Safety:** Vehicles used for business purposes are an extension of the workplace. By implementing vehicle tracking, managers can monitor and manage safe behaviours and practices of employees while on the road, thus maintaining a consistent standard of safety across all aspects of business operations.
- b. **Mitigating Risk:** Ensuring the safety of employees who operate company vehicles or drive as part of their job responsibilities is paramount. Vehicle tracking allows managers to identify risky driving behaviours. Addressing these behaviours through coaching and intervention reduces the risk of accidents, injuries, and potential legal liabilities, thereby safeguarding the well-being of both employees and the public.
- c. **Data-Driven Insights:** By analysing trends and patterns, such as routes taken, driver behaviours and upcoming vehicle maintenance, managers can identify areas for improvement to ensure the safety of their drivers and that the vehicles are in a good condition and fit for purpose.
- d. **Proactive Safety Measures:** Instead of relying solely on reactive measures after an incident has occurred, vehicle tracking empowers managers to take a proactive approach to safety. By monitoring driver behaviours and vehicle conditions, they can intervene promptly to correct unsafe practices and prevent accidents from happening in the first place.
- e. **Cultivating a Safety Culture:** Vehicle tracking contributes to fostering a culture of safety within the organisation. Creating an environment where safety becomes ingrained in the company's values and operations, leading to a reduced number of accidents and incidents.

- f. **Legal and Regulatory Compliance:** New Zealand has strict regulations regarding workplace health and safety, including those related to driving. Non-compliance can result in legal consequences and financial penalties. Implementing vehicle tracking demonstrates a commitment to meeting these obligations and helps managers demonstrate due diligence in upholding safety standards.

#### **Enhanced Efficiency in Fleet Management:**

For businesses reliant on vehicles, fleet management efficiency is paramount. Vehicle tracking technology offers a comprehensive view of trip history. By using vehicle tracking and data analysis, companies can refine their routes, minimise unproductive periods, and enhance customer experience.

#### **Dispelling the Misconception of "Surveillance":**

It's essential to clarify that vehicle tracking is not about monitoring employees. Rather, it's a tool to promote safety and improve operational efficiency. Vehicle tracking systems focus on driving behaviour and vehicle performance data, with the goal of fostering a culture of responsibility and safety.

In summary, vehicle tracking technology offers a wealth of benefits for businesses seeking to prioritize safety, optimise fleet management, and enhance overall efficiency. It's not about surveillance, but rather a strategic tool to elevate driver behaviour, reduce accidents, and streamline operations.