

Telematics Usage in the Fleet Industry Survey Results

Comparing 2011 and 2013 Results

Donlen conducted a survey of fleet managers to understand both how telematics and GPS tracking devices are currently utilized within the fleet industry and future intentions to implement a program. To understand if usage and intentions had changed in the past two years, the same questions as our previous survey conducted in 2011 were asked. Key findings are presented below.

Key Findings

The most significant change occurred in small fleets currently using telematics, 20% in 2013 compared to 4.3% in 2011. The other segments remained relatively flat in all categories. (Figure 1)

When asked for the primary reason for not considering telematics, no business need was specified by 55% of the respondents in 2013 compared to 69% in 2011. The cost of telematics as a reason rose slightly with 24% in 2103 versus 17% in 2011.

Among the reasons for using telematics, accident reduction increased significantly in 2013. The gap between those using and considering telematics narrowed for respondents who cited fuel savings as a reason for implementation. Route productivity dropped in 2013, and sustainability remains the lowest ranked reason for telematics. (Figure 2)

Fleets considering telematics that expect ROI within six to 12 months rose to 39% in 2013 compared to 28% in 2011. The percentage of those who have a solution and expect ROI within six to 12 months dipped to 17% in 2013 compared to 22% in 2011. The number of fleets considering a telematics solution who responded that the future ROI was unknown reduced to 32% in 2013 versus 46% in 2011.

Figure 1

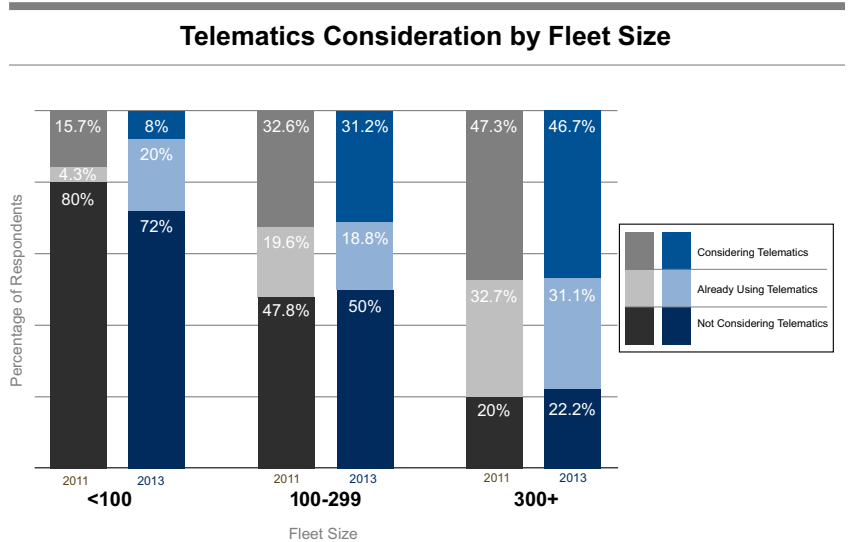
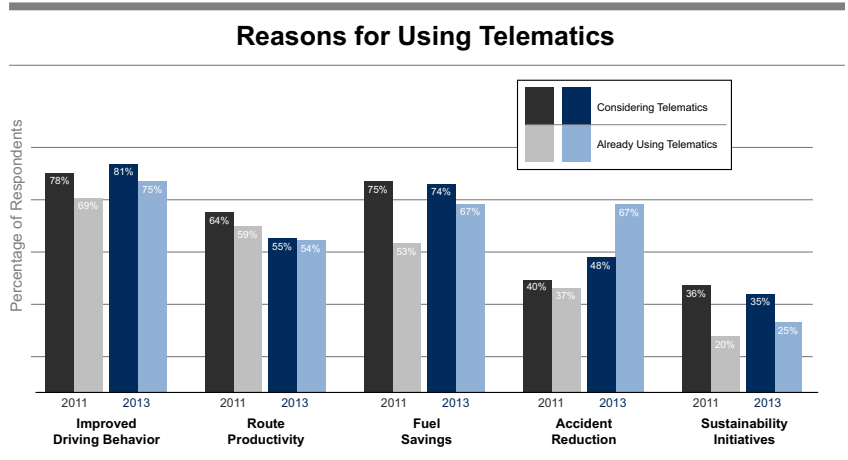


Figure 2



Conclusions

Small fleets are implementing telematics at a faster rate. As we concluded in 2011, fuel cost savings has become a more significant factor for those considering telematics, and improved driving behavior continues to be the number one reason for implementing a telematics solution. The increase in accident reduction indicates a focus on both cost savings and fleet safety.

If you would like to discuss implementation of telematics in your fleet, please contact Nick Ehrhart at 847-412-4968.