



How Good Company Culture Drives Fleet Optimization

What Is Workplace Culture?

Workplace culture is made up of a set of traditions, practices, and values held by all employees who work at a given company. The key is for business leaders to make sure their company develops a positive, engaged culture that gives employees latitude to exercise creativity and good judgment.

Why Is Workplace Culture Important?

Deloitte's 2012 report, "Culture in the Workplace," found over 80% of executives and employees in the survey consider having engaged and motivated employees a critical aspect of running a successful business.* A negative or hostile culture might push good employees away—something the managers of trucking fleets especially cannot afford, given the ongoing shortage of professional drivers.

Match Company Culture With Your Fleet's Needs

Building a workplace culture takes time. Whether the fleet has drivers out working in the field, or employees in the office, fleet managers can build a positive company culture by fostering the following values:

- Respect
- Safety
- Honesty
- Clear communication
- Integrity
- Collaboration

Identify How To Optimally Manage A Fleet For Your Culture

Businesses can utilize GPS tracking software to manage their fleet in accordance with their company culture.

These include:

- Create fair feedback and training systems within the company, and help drivers balance over-the-road time with personal home time.
- Reward drivers who perform safe driving habits with incentives such as gift cards, higher per-mile rates, and special recognition for excellence.
- Verify contested traffic accidents using GPS software to replay driving events for key metrics and defend drivers against false claims.

How To Filter Through Data And Use It To Drive Change

There is a lot of data that comes along with a GPS tracking system. In order to help shape a better company culture, correctly analyzing and applying the data to a fleet is key. Fortunately, Teletrac's user-friendly software is designed to do just that.



Two-Way Messaging

Two-Way Messaging allows fleet managers and drivers to communicate in real time with three types of messages: Canned, Form-Fill, and Free Text messages.



Analytics Dashboards

Dashboards give businesses an in-depth view of their fleet with displays of engine data, travel times, daily vehicle usage, all through drag-and-drop, easy-to-read charts and graphs.



Safety Analytics

Fleet managers can measure drivers' safety performance by calculating their adherence to policies regarding stop sign violations, harsh acceleration, harsh braking and harsh cornering.



Reports

Reports provide deep analysis into driver behavior and vehicle performance. Managers can select reports through a frequency of time to satisfy their business needs, including lowering fuel waste.



With all of this information in easy reach, a fleet manager can not only identify which drivers are doing well and which ones are not, but they can also discuss specific issues with those drivers who need help. With interventions and coaching sessions, drivers and fleet managers can keep productivity accelerated, and maintain the culture of the company positive, supportive and engaged.

*Source: Spiegelman, Paul. "Survey Says: Workplace Culture Matters to Employees." Inc.com. September 7, 2012. Accessed November 12, 2015. <http://www.inc.com/paul-spiegelman/company-culture-matters-to-employees-survey-says.html>