

How to Successfully Introduce GPS Tracking to Employees

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Business owners may be completely sold on the benefits of GPS tracking for fleet operations. After completing a pilot with a selected provider, owners have seen firsthand how using a GPS tracking solution will reduce costs, reduce risk and increase revenue.

However, getting buy-in from employees who think GPS tracking is intrusive or is being implemented because management doesn't trust them may not be so easy. There are several misconceptions about GPS tracking, so it is important to introduce a solution in the right way to get employees on board from the start and avoid negative backlash. To successfully introduce GPS tracking to employees, be clear about why the business will be using this technology, explain how it will benefit employees and avoid the common mistakes that will cause employees to react negatively.

Get Employees on Board

Explain why the business is using GPS tracking

When introducing GPS tracking to employees, be clear about why the business is implementing a solution. If fuel costs are at an all-time high, the number of accidents per year has skyrocketed, or customer retention has decreased significantly, let employees know about it. They are far more likely to be on board with GPS tracking if they realize it is being used to solve business challenges that are affecting the entire company.

Debunk the myth

It is also a good idea to start an open dialogue about the misconceptions surrounding GPS tracking. Debunking the myths before implementation will put everyone's minds at ease about the technology and how your business plans to use it.

Some employees may think that GPS tracking is overly intrusive or is being implemented because management doesn't trust them. To change these mindsets, explain that GPS tracking is not meant to invade employees' privacy or to get employees in trouble; it is a tool to help management measure productivity to coach employees and improve performance. When there is no system in place to measure productivity it is likely lower than it should be, along with business profit margins.

To deflate the "Big Brother" theory about GPS tracking, point out that all jobs measure employee performance. For example, sales managers review phone calls to make sure representatives are using the best tactics to close deals and retail managers review customer service surveys to ensure their employees are providing the best service. Measuring work performance is a part of every workplace and doesn't mean that employees are being unfairly watched or scrutinized.

Mention that if employees are following business's guidelines, there should be no reason to worry. Employees that are not doing anything wrong are likely to be on board with GPS tracking because it will single out the offenders. No one wants to be punished as a group for someone else's behavior or be the one to call out a peer, so employees that are following the rules will actually be glad to have a solution in place.

Discuss benefits to employees

A great point to bring up when introducing GPS tracking is how it will benefit employees directly. If GPS tracking is utilized in the right way, it will help your business generate revenue. When the business becomes more profitable, that means employees benefit too. GPS tracking will help increase job efficiency, serve more customers and increase customer retention. When profits increase, the business will be able to create incentive programs, increase salaries and reward bonuses to employees based on performance. Financial Incentives are a great way to improve performance overall and create a common goal to improve the business.

Talk about safety

Let employees know that one of the main reasons for implementing GPS tracking is to increase fleet safety. GPS tracking solutions are used to monitor driver behavior, which will reduce speeding, harsh braking, rapid acceleration and ultimately the number of accidents. If employees understand that the business will be using this technology is to keep them safe, they will be less resistant.

Avoid Employee Backlash

Don't keep it a secret

It is not advised to keep plans for GPS tracking a secret. Not including employees in plans for GPS tracking or starting to track their vehicles without their knowledge will only add fuel to the fire that the business is using GPS tracking for the wrong reasons. This also may create a conflict or negative feeling between management and employees. The point of GPS tracking is not to get employees in trouble; it is to make improvements to operations. Being upfront and including employees in plans will prevent them from feeling blindsided and create a more positive mentality about using a GPS tracking solution.

Don't hide how the business will benefit

Do not try to hide how GPS tracking is going to benefit the business. If it is not explained in the right way, employees may think the profits will only be for owners and upper management, which may not be the case. Yes, the business is going to benefit and make money, and that is good for everyone. With more capital available, there is the ability to put money back into the business. Having more cash flow will allow the business to purchase vehicles and equipment to replace worn down assets, hire new employees to distribute the work load and more.

To gain employee acceptance of GPS tracking, it is crucial for business owners to introduce the technology in the right way. By explaining why the business will be using GPS tracking, debunking the myths, discussing the benefits to employees and avoiding the common mistakes that will cause employee backlash will ensure employees react positively to implementing a solution.

GPS tracking technology will increase revenue as well as reduce costs risk. Introducing GPS tracking in the right way to employees will make sure everyone is on board from the start so the business is able to start benefitting from GPS tracking as soon as possible.

***To answer any questions you may have and to provide solutions to your business operation:
Contact Text2Car Inc. @ 306-979-8900 or info@text2car.com or visit www.text2car.com***