

7 common objections to vehicle tracking

and how to handle them

1. My drivers are my livelihood. I'm nervous about upsetting them. They won't like it if I start keeping tabs on them; it shows a lack of trust.

How to handle this comment: Ask why their drivers wouldn't understand that they need to make sure that the company's schedules are respected. In an office setting, you must show up, take lunch and leave at certain times. It's no different on the roads, where time is money. Without tracking, drivers are often free agents in their own minds. It only takes one irresponsible driver to abuse that trust, and a business can quickly lose a lot of money, if they don't know about it. *The driver who complains is usually the one who's up to something.*

How to turn it around: Focus on the positives - the benefits for the drivers.

Imagine a scenario where a member of the public goes back to their car and sees that their wing mirror has been knocked off. They will sometimes look for the nearest van, call that company and complain (it happens a lot!). With vehicle tracking, the company can quickly prove that their vehicle wasn't near the car or was on the road at that time, and that they were travelling an appropriate speed, if that defends their case.

Scenario 2: A delivery driver turns up and the customer has forgotten they are coming. They knock, but there is no response. Sometimes the customer will call the company and claim the driver never turned up. Vehicle tracking provides proof that the driver was at the premises at the right time and the complaint can be quickly handled. If the vehicle is tracked, the company can clearly see that the driver was where they should have been at the right time.

There are lots of benefits to the driver. Arm your prospect with all the information they'll need to convince their drivers that the tracking will be useful for them, e.g. how it safeguards them. Your prospect will then feel more comfortable with the idea and less nervous about introducing tracking.

With this information in mind, it also puts the driver in a difficult position to then say that they aren't happy for their employer to implement vehicle tracking.

2. Our staff don't have the time to learn how to use something new; we are fine working with our spreadsheets.

How to handle this comment: Explain how the Quartix system is intuitive and can be easily customised to suit the organisation and the individual user. There is a great library of tutorials and high-quality customer service and support - should anyone have any queries, they will get straight through to the Quartix support team on the phone.

Although spreadsheets can be sophisticated, the data that they are able to hold is fragmented, prone to error and not always accessible. There are many advantages of moving to a system that is tailored to monitor vehicle usage and to help the organisation manage that data.

With Quartix, you will be able to:

- Pay employees for their correct hours worked with timesheets
- See your employee's mileage within a specified timeframe
- Never miss vehicle MOT and Service deadlines
- Know where your drivers are 24/7
- Be notified when vehicles enter prohibited zones within certain hours
- Access your data anywhere, using the Quartix mobile app

3. We don't supply company vehicles; our staff use their own vehicles for business travel. So, we don't need a tracking system.

How to handle this comment: If you operate a grey fleet, which is when staff use their own vehicles for business travel, your company still has responsibilities towards your drivers. To be compliant with duty of care obligations, you still must apply a sound policy that safeguards both you and your drivers.

4. We lease our vehicles; we don't need to manage them.

How to handle this comment: Leasing companies are not responsible for the maintenance and usage of vehicles. It is a company's responsibility to have the audit trail and systems in place to monitor its vehicles. If a vehicle doesn't meet safety requirements, the directors are then liable.

With Quartix, reminders can be set for maintenance deadlines and documents can be managed efficiently, making this task easier to complete. As a Gold Van Excellence Partner and FORS associate, the Quartix system is built with compliance in mind.

5. How will a vehicle tracking system save me money?

How to handle this comment: The cost benefits of vehicle tracking are many. For instance, organisations using fleet tracking report a 10% decrease in mileage and a 24% reduction in fuel consumption, due to optimised routing, improved driving styles and a reduction in idling. In fact, vehicle idling reduces by 30% in most cases. Integrated, accurate timesheets also tend to reduce overtime payments by 15%.

If vehicle downtime is a concern, it may help them to know that vehicle usage is often optimised by 20%.

On top of these cost saving benefits, you can put a value on the time saving elements that the customer will experience. An average 15% increase in overall productivity results from having total visibility, real-time tracking and optimised routes.

6. Is there a legal requirement to have a vehicle tracking system?

How to handle this comment: All work-related driving is subject to legal regulations. In order to know you are compliant with these, you need to understand your responsibilities and have policies in place to make sure that they are met.

Although not a requirement, a vehicle tracking system can help you keep on top of these tasks and ensure that you are compliant with industry regulations, whilst providing a robust audit of information. As a Gold Van Excellence Partner and FORS associate, the Quartix system is built with compliance in mind.

7. We can't afford the subscription; it's not in our budget.

How to handle this comment: The Quartix system comes with credibility, expertise and guarantees value for money. The system will more than make up for any difference in price that there is on the market. Customers receive great service and the operational capacity is second to none – Quartix is renowned for quick installation and self-installation options.

The return on investment is fast and has large potential – **see answer to Q5.**

With Quartix, customers buy into a company with great TrustPilot reviews, a library of inspiring customer case studies and an intuitive user interface.

Our processes are built with the customer in mind, so the prospect will benefit from simple, transparent contracts (not 10 pages of paperwork). They will see how effortlessly they can get their vehicles installed with Quartix tracking and be up and running on the system.