

By RoadWise | March 2020 | Ben Peters

Telematics is often the term used when referring to in vehicle tracking and camera equipment used to track & monitor fleet and driver performance.

The increase in telematics development has made this technology more affordable and accessible than ever before. The benefits and return on investment make it an attractive solution for fleet operators and insurers, with many brokers now encouraging their customers to adopt this tech.

If however you are new to the market and have never used this tech before, it can be a confusing market to review as a quick Google search will present you with 1,000's of results of vendors promoting their latest 4G connected cameras and whizzy data dashboards.

To help you navigate through the sea of solutions and find what's right for you, I've put together the following short 3. Point list.

## 3 Things to consider when buying telematics

### 1. What are your objectives?

What do you want to achieve through using telematics? What are the challenges you face within your fleet on a day to day basis? How are you going to measure success and what metrics will you use to do this? Having clear objectives and goals will help you better understand which solution is best suited to your needs.

### 2. How will the system meet needs?

Many systems will provide a graphically pleasing layout, but the detail and value is often within the data they produce. Understanding how to access the data and how easy it is to use will be critical to the success of the project. Arrange system demonstrations and have a set of questions to ask and consistently benchmark each system.

### 3. Driver Engagement

The success of the project will rely on buy in from drivers. Consult with them ahead of introducing any new system to ensure they know why, what, where and when this system is being installed. Give them opportunity to voice concerns and ask questions. This will enable you to answer all questions ahead of implementation and maximise traction from day 1.

## How can we help?

RoadWise have a team of dedicated telematics experts, with offices based in Olney. Our team offer expertise across a wide range of solutions and offer impartial advice and guidance based on your needs.

If you would like to arrange an appointment please click [HERE](#)

If you would like to find out more about RoadWise please visit our website [HERE](#)



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