

What Should You Know About Telematics?

The popularity of telematics has soared in recent years, thanks to the rise of the internet and a spike in the number of telecommunication networks that can transfer data to offices in real-time for various purposes. Therefore, it is in your best interest to [learn about telematics](#) and understand the benefits that they may be able to offer your business. So, what are the essential things you should know about this software and how can it optimize business operations? We have broken down everything you need to know.

How Does this Software Work?

The word telematics derives from a combination of the words ‘tele’, which denotes remote communications such as in telephone, and ‘informatics’, referring to the practice of processing information. This gives an idea of what telematics does. Essentially, it transmits data and information over large distances. It works by utilizing GPS technology installed in the vehicles of your company, as well as sensors which record data on driver activity, which includes anything from when they open a door and for how long, to how fast they take a certain corner during one of their routes. This data, once acquired, is then transmitted through secure servers to your office and can be viewed through the user interface of your chosen fleet management software, allowing you to analyze the [activity of your vehicles](#) in real-time.

Who Should Use Telematics?

This software is primarily designed for any company that manages a fleet of vehicles. Combined with fleet management software, they allow employers to track the activities of their drivers and vehicles and ensure that they [gain an accurate insight](#) into how their vehicles are being used by their employees. The common data points that these systems will collect include vehicle speed and incidents that have occurred, dashboard camera footage, the vehicle’s location, and panic alerts, amongst a host of other capabilities. Furthermore, telematics can be used regardless of the type of vehicle, from cars and buses to coaches, as each vehicle includes a different set of capabilities.

What are the Benefits of this Software?

Telematics offer benefits for both the fleet managers and the vehicle drivers. For your drivers, they provide an extra layer of improved safety through their [GPS tracking capabilities](#), which will allow a fleet manager to deploy any necessary emergency care or assistance to the driver’s exact location, should this be needed. Telematics data can also be used to improve the training offered to drivers, giving them greater peace of mind and confidence when they start their routes. For the fleet managers and you as an employer, this software offers the opportunity to lower administrative, fuel, and maintenance costs of running the fleet, through more efficient route planning and regular updates on the wear and tear of the vehicles. Furthermore, telematics can improve your customer service thanks to being able to track the location of each vehicle in real time, giving you the

capability of adjusting the arrival time as necessary and/or rerouting other drivers to the customer if needed.