

# Whip Your Field Staff Into Shape With GPS Tracking Software



Route4Me

eBook  
*Series*

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# What Are You Doing To Improve Employee Productivity?

According to the US Bureau of Labor Statistics, worker productivity is falling.

That's a big problem. Payroll is one of your biggest expenses, if not your absolute biggest expensive. You need to find a way to make your employees more productive if you want to get the most bang for your buck out of your payroll dollars.



# GPS Tracking Is The Key To Efficiency

Maintaining high levels of productivity is an especially big challenge for courier companies, food delivery services, and other businesses that send employees out to meet with customers.

Drivers might be stopping for snacks or even running personal errands while they're on the clock. You can't see them, so how do you know?

GPS tracking is how. With GPS tracking, you can see where your drivers are and how fast they're going in real-time. Whenever you want, you can check in on a driver and make sure they're doing what you want them to do.

# Keep Your Fleet Focused

GPS tracking allows you to catch drivers in the act when they take a break that you didn't approve.

The beauty of it, though, is that GPS tracking helps even when you don't look at it. Your drivers are less likely to slack off in the first place when they know they're being watched.





# You Already Have Tracking Devices



You might be worried about the cost of equipping all your vehicles with GPS tracking devices.

Don't worry about it! Your drivers already have GPS tracking devices - it's called a smartphone.

Make sure the route planner you invest in is able to connect to your drivers' smartphones.

# The Many Benefits Of GPS Tracking



Overall, GPS tracking software allows you to:

- Improve Productivity
- Improve Driver Safety
- Improve Customer Satisfaction
- Reduce Fuel Costs
- Make More Money

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