

The Definitive Guide to GPS Tracking



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eBook
Series

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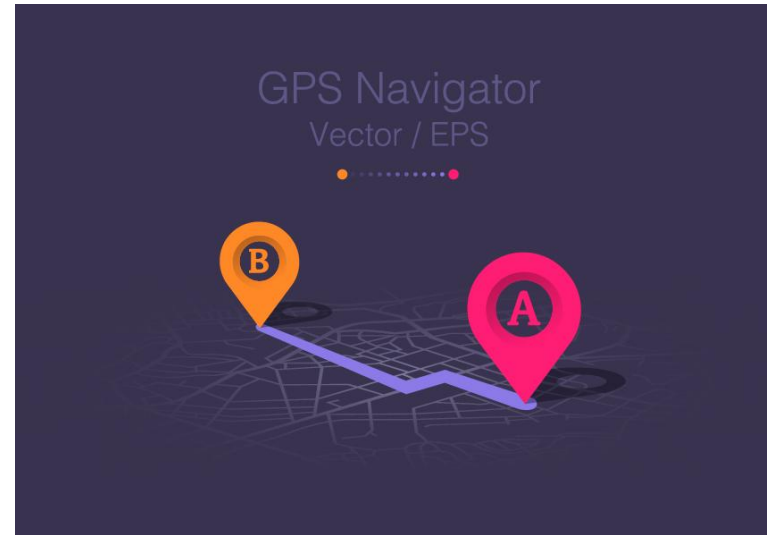
+1-888-552-9045



What is GPS Tracking, Exactly?

The Global Positioning System (GPS) is a space-based navigation system owned by the US government and operated by the US Air Force.

It uses a network of satellites to provide GPS receivers on the ground with geolocation information. The US government gives businesses and individuals free access to the GPS system.



GPS Is Everywhere

GPS was once high-tech, but now it's pretty much ubiquitous. [77% of US adults](#) own a smartphone, and smartphone owners use GPS for a number of different apps.

When Google Maps designs a route from your current location without you needing to manually type your location in - that's GPS. When Uber displays your driver's real-time location and progress as you wait for them to arrive - that's GPS, too. It's a part of our everyday lives.



How GPS Tracking Will Benefit Your Business



The Downside Of Drivers

The most obvious business benefit of GPS tracking is that it helps you evaluate your employees.

Any kind of worker tends to slack off a bit when they're unsupervised. This is an especially big problem for courier companies, propane delivery services, and other businesses that send employees out to meet with customers.

Drivers, of course, are almost always unsupervised. They might stop for a snack or even run personal errands while they're on the clock. You can't physically see them, so how do you know?

Keep An Eye On Your Employees



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GPS tracking will show you where your drivers are and how fast they're going. Whenever you want, you can check in on a driver and make sure they're sticking to their route and staying on schedule.

This will help you assess employee performance more accurately, and you'll save money on gas as well (when a driver starts speeding, you'll know about it immediately, so you can get them on the phone and tell them to cut it out right away).

Assessments Are An Asset

As a business owner, it's clear why you'd want to know exactly what your employees are up to. But did you know that this is also a benefit for your employees?

Think about it: most people want to work at a place where hard work is rewarded with raises and promotions. It's incredibly frustrating to get passed over for a promotion when you know you deserve it.



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GPS Tracking Leads To Happier And More Productive Employees

Using GPS data allows you to make more objective decisions when it comes to doling out raises and promotions. Your employees are sure to appreciate that. They'll have more incentive to work hard for you, too.



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The Numbers Don't Lie

The Aberdeen Group, one of the country's top tech research firms, found that businesses receive a 23% increase in service calls after they start using GPS tracking.

They also found that adopting GPS tracking results in a 12.2% increase in service profitability, a 14.8% reduction in average travel time per job, a 27.9% increase in operator compliance, and a 13.2% reduction in fuel costs.



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A faint, light-colored map of New Orleans is visible in the background, showing streets, parks, and landmarks like the Mississippi River and the French Quarter.

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