



Boost Your Competitive Advantage with Modern Telematics

As a service provider, you take pride in your ability to efficiently deliver great customer service. But what happens if you get a call about a missing delivery, a no-show technician, or why one of your company vehicles was sitting unused outside a convenience store for an hour?

How uninformed are you willing to be?

Now imagine that, in a few simple clicks, you can respond with visual proof that the delivery was made, the technician had actually stopped at the service site for two hours, or that a vehicle was safely parked while the driver was taking a designated break. What if you could show video evidence of completed service. Thankfully, the ability to do so is available—all you need is a modern video telematics system.

Moving beyond average telematics

Telematics has revolutionized the way we manage fleets, but it can only take you so far. Some fleet managers still mostly rely on a GPS that tells them where their vehicles are via little blue dots on a map. However, you need more than just dots on a map to get a full picture of what's happening on the road. How do you know whether your drivers are engaging in unsafe behaviors, whether your vehicles need maintenance, or whether you have unnecessary idling that should be addressed?

Because video enriches telematics, you will get the contextual information you need to help you make more informed decisions about your fleet. Video telematics combines real-time location data with video footage from onboard cameras, giving you an unprecedented level of insight into your fleet operations. By using this technology, fleet managers can reduce idling, save fuel costs, and improve safety.

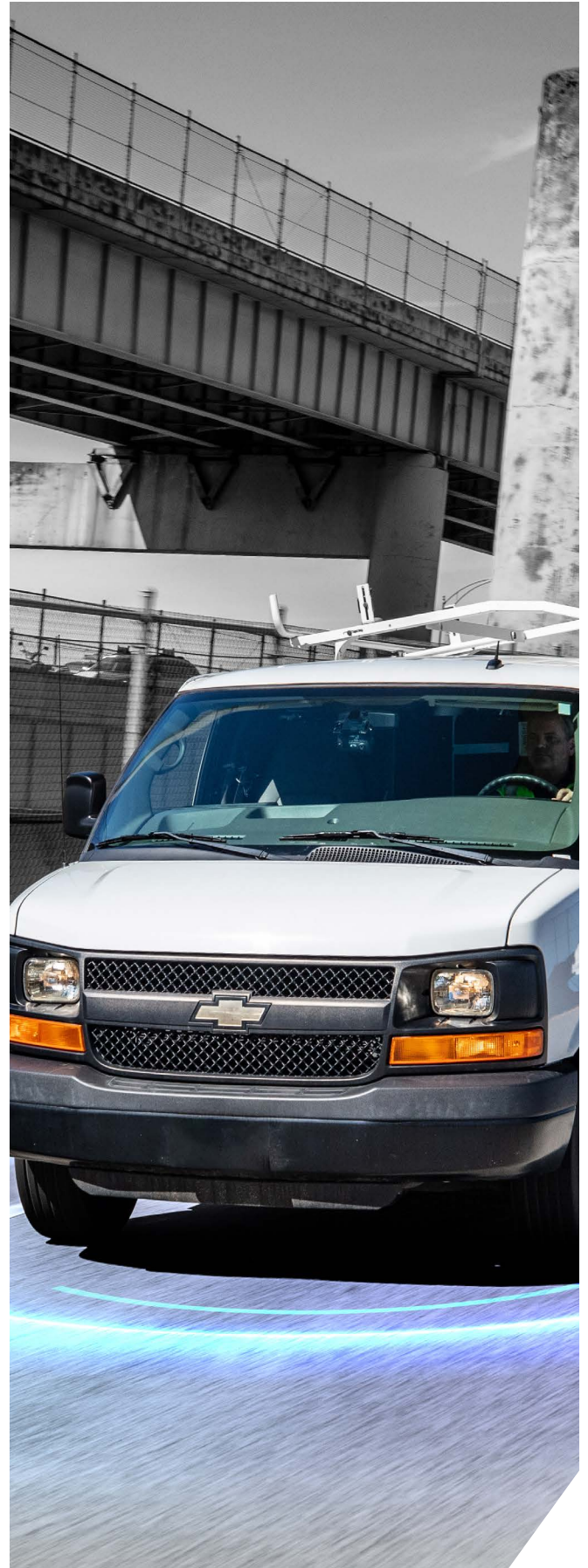
Video telematics helps you remain competitive in today's market

With video telematics forecasted to grow globally at 16.6% CAGR from 2022-2028, savvy fleet managers are no longer relying solely on basic telematics data to keep their fleets up and running efficiently².

Fleet tracking is helping thousands of companies service their customers while identifying opportunities to reduce fuel and other costs to remain competitive in this challenging inflationary environment. For example, 32% of fleets consider fuel the largest expense representing 22% of total vehicle operating cost¹. Currently, 64% of fleet managers use a GPS fleet tracking solution, up 8.5% from last year¹. 39% said their fleets burn fuel while idling 3-4 hours a day¹.

Rather than guessing at the root cause of the idling or having to interview the driver, fleet managers can use video telematics to see for themselves why a vehicle had excessive idling.

If you can't identify the why behind the vehicle activity you see on the map—you're wasting money and time and could be negatively impacting your reputation with your customers.



Identify and prevent problems with video telematics

An advanced video [telematics](#) system helps you better manage your assets in the field as well as train drivers and understand events or disputes. It allows you to seamlessly view video by clicking on the trail points, and provides these beneficial features:

IMPROVE VISIBILITY

Track your fleet beyond dots on a map and access vehicle video directly from your fleet tracking map.

[Video Browse](#) in the Lytx® Fleet Tracking Service integrates [telematics](#) information like location and speed and links to video, placing the data directly into the fleet tracking map. This feature allows you to quickly understand what's happening in the field, whether you're looking to monitor vehicle productivity, track policy compliance, or check on a customer complaint.

GEOFENCES

Set custom geofences and set up real-time* alerts to stay aware of your vehicle status and get notified when a vehicle enters or exits a designated area.

FLEET TRACKING MAP

Configure your interactive fleet tracking map to customize your view and meet your own unique needs.

FLEET INSIGHTS

Analyze trends and performance across your fleet with actionable insights into fuel usage, maintenance needs,

idling behavior, geofence triggers, and speeding. For example, insights into fleet operations can help you identify problematic routes such as high traffic areas.

A modern video telematics system can also help you improve customer service and maximize efficiency and productivity.

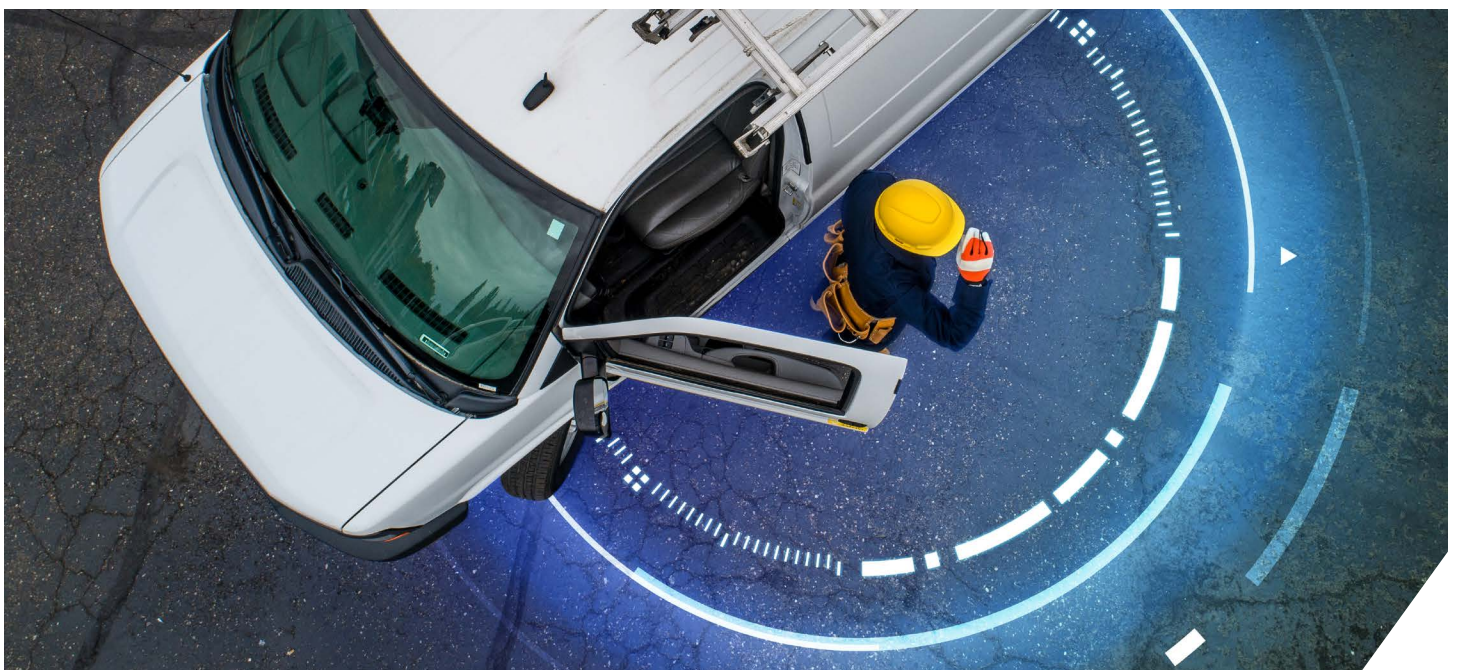
IMPROVE CUSTOMER SATISFACTION

Respond to customers faster by finding the closest vehicle to any destination and dispatching the driver who can get there the quickest. Communicate estimated time of arrival with your customers so they know exactly what to expect and rely on video to offer proof of service when needed. For example, be able to offer evidence that service was attempted but no one was home.

MAXIMIZE EFFICIENCY AND PRODUCTIVITY

Track arrival and departure times and help ensure that your drivers stick to exact routes and business hours by configuring notifications when vehicles enter or exit specific areas or operate outside of working hours. Adjust routing on the fly to maximize service and potentially increase the number of jobs in each day.

Our fleet management system helps you prevent unplanned downtime and more costly maintenance by receiving Diagnostic Trouble Code alerts and proactively scheduling preventative maintenance.



Why Lytx Fleet Tracking Service?

The addition of video is the most important difference between Lytx Fleet Tracking Service and standard fleet vehicle tracking offerings from other vendors. A basic fleet tracking solution offers fleet managers the GPS location of their vehicles, optimized routes, vehicle notifications, and data collection. While this data is important for vehicle and asset tracking, it doesn't give you the entire picture of what's really happening in the field.

GPS vehicle tracking with video is a powerful solution

that allows companies to manage and monitor their assets more effectively. With the Lytx DriveCam® device, companies can help to ensure the fleet is efficient, safe, on task, and generating high customer satisfaction which will positively impact your brand,

The Lytx Fleet Tracking Service gives you access to one of our industry-leading driver safety solutions, which helps companies proactively coach drivers to help reduce risky driving behavior.

HOW DOES YOUR CURRENT FLEET TRACKING SOLUTION COMPARE? IS IT MEETING ALL YOUR NEEDS?

Feature and benefit	Basic fleet tracking Standard fleet tracking features offered by most vendors.	Lytx Fleet Tracking Service GPS tracking solution enhanced by the power of video.
GPS LOCATION Use GPS fleet tracking to see the locations of your drivers and vehicles on the map.	✓	✓
OPTIMIZED DRIVER ROUTING Optimize routes and schedules based on vehicle locations.	✓	✓
PRESET GEOFENCES Receive notifications when vehicles enter or exit pre-determined areas.	✓	✓
THIRD-PARTY INTEGRATION Use open APIs to pull fleet tracking data into other systems.	✓	✓
VISUAL SERVICE CONFIRMATION Verify service delivery with continually recorded video.		✓
VISUAL CONTEXT See why a vehicle appears to be idling or stopped for an extended period.		✓
VEHICLE/EQUIPMENT MONITORING Immediately* pull video evidence to investigate incidents when vehicles are damaged or equipment goes missing.		✓
COLLISION EVIDENCE Use captured video to see the details related to a collision and help exonerate innocent drivers.		✓
INTELLIGENT DASH CAM TECHNOLOGY Get insights and alerts on driving behaviors to allow self-correction in real time, powered by advanced machine vision and artificial intelligence (MV+AI).†		✓

If you're curious about leveling up your fleet tracking with the power of video telematics, let Lytx help you manage your business with data-driven insights and vision, so you can rest assured knowing you can see what's really going on in the field. With Lytx [Video Telematics](#) and Lytx [Video Safety](#) on one unified platform, you can have the best of both worlds to help improve operations, coach drivers, and save lives.

FLEET SAVINGS CALCULATOR

See how your business could reduce fleet management, safety, and maintenance costs using our [Fleet Savings Calculator](#).

* Subject to available cellular network coverage.

†Lytx MV+AI technology is a driver aid only. Drivers should never wait for a warning before taking measures to avoid an accident. Lytx MV+AI distraction detection and alerting technology is designed to respect driver privacy because it does not collect, store or use any biometric identifiers or biometric information (i.e., scans of facial geometry) to detect distracted driving behaviors. See <https://www.lytx.com/driver-information>.

SOURCES

- <https://abdalslam.com/fleet-management-statistics>
- <https://www.mordorintelligence.com/industry-reports/global-video-telematics-market>