



**TELEMATICS UNLEASHED:**  
ARE YOU GETTING THE MOST  
FROM YOUR DATA?

OCTOBER 2022



If you had to single out your company's most important asset, would you consider it to be your people, your fleet – perhaps your reputation? If your data doesn't cross your mind as a potential answer, then it could be a sign that the data you are collecting from your fleet might not be pulling its weight.

Data can be an often undervalued – or underused – asset for fleets, and that's despite electronic logging device mandates increasing the adoption of telematic systems. While the US commercial telematics market is projected to reach a value of \$3.9 billion by 2027,<sup>1</sup> if fleets aren't using the full scope of the telematics technology available to them, it could put them at a competitive disadvantage.

That's because data holds significant potential when it comes to improving fleet productivity, helping to reduce administrative hassle, and increasing vehicle efficiency. Therefore, not taking advantage of its full capabilities can quickly become a lost opportunity to help improve safety and efficiency. So, in the spirit of being data-driven, here are four figures that demonstrate just how impactful telematics can be for your fleet:

**3.9B**



Projected value of US commercial telematics market

**2027**

#### DATA HOLDS SIGNIFICANT POTENTIAL WHEN IT COMES TO:



Improved Fleet Productivity



Reduced Administrative Hassle



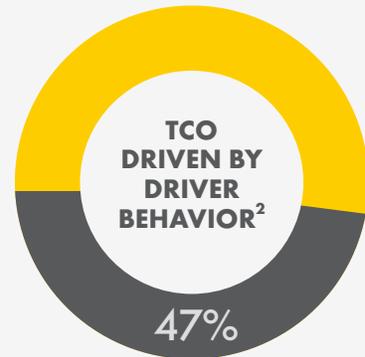
Increased Vehicle Efficiency

# 1

## 47% OF TOTAL COST OF OWNERSHIP (TCO) IS DRIVEN BY DRIVER BEHAVIOR<sup>2</sup>

Though telematics has helped to drive fleet management into the digital age, it still has humans at its core. Its main role is therefore to help put you – as a manager – back in charge, through greater visibility into driver behaviors, plus potentially more financial control and security. Various features – from efficiency reports to automated maintenance and geo-fencing – work together to build a clearer picture of your fleet’s performance.

Not only does this provide a renewed peace of mind that your business is running as planned, but it can also help reduce the administrative burden of chasing down figures or, worse still, individual vehicles. Instead, by adopting technology that helps automate these tasks, managers could better spend their time on more important duties like driver safety training.



### SHELL TELEMATICS ALLOWS YOU TO REVIEW AND SCORE EACH DRIVER'S INDIVIDUAL BEHAVIORS:



Efficiency Reports



Automated Maintenance



Geo-Fencing



Clear View of Fleets Performance

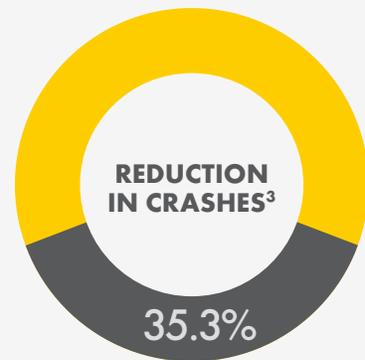
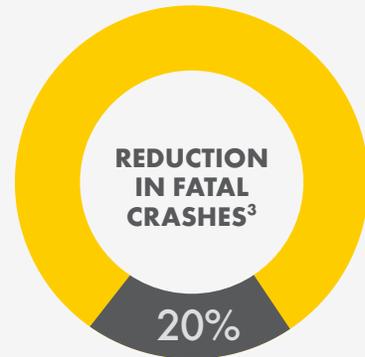
THOUGH TELEMATICS HAS HELPED TO DRIVE FLEET MANAGEMENT INTO THE DIGITAL AGE, **IT STILL HAS HUMANS AT ITS CORE.**

# 2

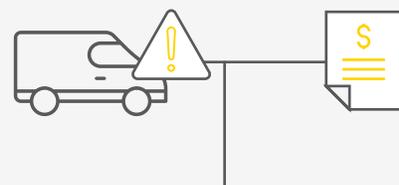
## STUDIES SHOW THAT VIDEO TELEMATICS CAN HELP REDUCE CRASHES

Speaking of training and safety, video telematics has been shown to significantly reduce vehicle accidents – lowering injury crashes by as much as 35%.<sup>3</sup> This is because enhanced insights into driver and vehicle behaviors help managers take on a more proactive and preventative role, whether through the implementation of more effective driver scheduling or by conducting tailored training based on the gaps that data can highlight.

While driver safety is undoubtedly the number one priority, there are financial ramifications of accidents too. Motor vehicle crashes cost employers \$72.2 billion annually according to the Network of Employers for Traffic Safety, with a single on-the-job crash incurring approximately \$75,000 on average per injury for the company involved.<sup>4</sup> Turning insights into action, through driver training or scheduling, is therefore a must.



### COST OF VEHICLE CRASHES TO EMPLOYERS



**\$72.2B**  
Annually

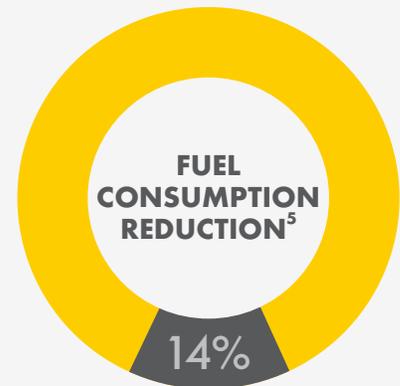
**\$74K**  
per injury for the  
company involved

# 3

## **SHELL TELEMATICS CAN HELP CUSTOMERS REDUCE FUEL CONSUMPTION BY 14%<sup>5</sup>**

What's more, the right training can filter through to all areas of your fleet's performance, including fuel efficiency. For example, Shell Telematics allows you to review each driver's individual "behavior score" based on a range of contributing factors, such as the length and severity of acceleration, idling time, and braking events. Live map and vehicle tracking then lets you monitor real-time GPS locations, while historical journey data lets you review everything from start and finish locations to distance traveled.

Through this collection of varied inputs, your telematics system can aid you in building out one of the most important aspects of modern fleet management: route optimization. Identifying and implementing the most efficient route could potentially help reduce driving hours, which in turn, may have a positive impact on fuel consumption, costs and driver wellbeing.



### **SHELL TELEMATICS ALLOWS YOU TO REVIEW AND SCORE EACH DRIVER'S INDIVIDUAL BEHAVIORS:**



Acceleration



Idle Time



Rel-time GPS



Braking

# 4

## 34% OF FLEET PROFESSIONALS STATE THAT MEETING COMPLIANCE REQUIREMENTS IS A TOP BENEFIT OF TELEMATICS<sup>6</sup>

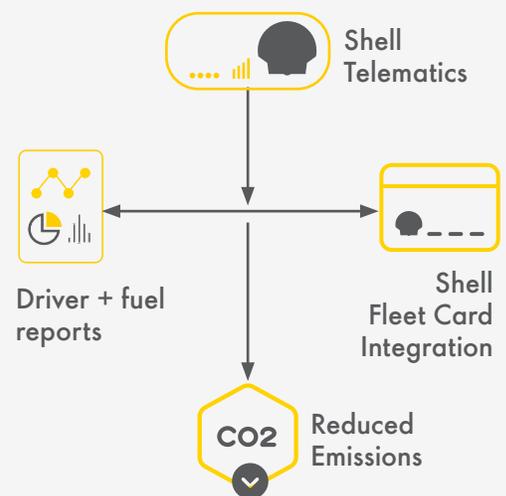
Less fuel consumed equates to fewer emissions released. And as sustainability becomes an increasing priority for fleets – and regulatory compliance a necessity – anything that can help reduce your company’s environmental impact should be explored, if not embraced. Fuel consumption data is therefore an invaluable part of the toolkit for any modern fleet manager, as it can help calculate and assess the status of your sustainability goals in light of tightening government legislation on vehicle emissions.

Shell Telematics can help here by combining the benefits of driver and fuel reports with Shell Fleet Card integration. This gives you a simple and secure way to buy fuel and track expenditures, and connects you to one of the largest fuel networks in the US. With all your data fed automatically into easy-to-use reports, emissions become a lot simpler to calculate – and therefore reduce – over time. Finally, with electric vehicles becoming more commonplace, businesses may benefit from companies who have experience in this area, as Shell does through its Shell Recharge Solutions business.



WITH ALL YOUR DATA FED AUTOMATICALLY INTO EASY-TO-USE REPORTS, **EMISSIONS BECOME A LOT SIMPLER TO CALCULATE – AND THEREFORE REDUCE – OVER TIME.**

### SHELL TELEMATICS COMBINES BENEFITS TO REDUCE EMISSIONS



Shell Fleet Solutions is the only provider of business mobility solutions that harnesses the power of Shell to help fleet managers achieve exceptional performance and efficiency. Taking a data-driven approach, Shell Telematics contributes to this by providing a clearer insight into the inner workings of a fleet, to help turn data inputs into impactful decision making.

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SHELL FLEET SOLUTIONS  
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**SHELL FLEET SOLUTIONS**  
TOGETHER ANYTHING IS POSSIBLE



## SOURCES

- <sup>1</sup> Allied Market Research. "[United States Commercial Telematics Market Statistics 2019-2027.](#)" *AlliedMarketResearch.com*. March, 2021.
- <sup>2</sup> DriveTech. "[The impact of driver behaviour on vehicle running costs.](#)" *The AA*. May, 2020.
- <sup>3</sup> AXA Insurance. "[Environmental risk bulletin: Telematics and fleet safety.](#)" AXA. 2020.
- <sup>4</sup> Network of Employers for Traffic Safety. "[Report: Cost of motor vehicle crashes to employers - 2019.](#)" NETS. 2019.
- <sup>5</sup> Customer databases in North America and other markets Shell Telematics is available. Customers with active Shell Telematics devices for 6 months or more. Finding based on observations within the first 2-3 months of telematics program implementation. Vehicles and customer Shell Telematics databases examined vary by geography, fleet size, and vehicle type. Vehicle year, make and model identified by VIN are provided in the Shell Telematics database.
- <sup>6</sup> Teletrac Navman. "[Telematics Benchmark Report.](#)" 2019.