

# NEW YEAR, NEW FLEET

**Q: The New Year has arrived; our team has been challenged with using data to optimize our fleet's efficiency. Do you have any information that might help us along this journey?**

**A:** Using data to optimize your fleet is becoming more and more popular- and highly necessary, in the transportation industry. Many companies try to implement a system but fall short due to lack of knowledge, but the following steps can set you up for success!

1. Set and communicate clear goals to your organization.
  1. What Key Performance Indicators (KPIs) are important to your team?
2. Use data to make small and/or obtainable improvements each month.
  1. Focus on coaching the bottom performers in your fleet.
3. Track month over month performance of your fleet.
  1. Be sure to reward positive behavior and improvements along the way.
    1. Cash, gift cards, pizza parties & other fun prizes like grills, coolers, etc.

ELEVATE® is a data-driven, driver performance system which provides fleets with data, coaching opportunities and much more. It is designed to do the heavy lifting, so Fleet Managers can focus on their day-to-day operations. Contact [ELEVATE](#) to get in touch with an ELEVATE® representative to find out how we can help you achieve your team's goals.