RAC Telematics Report 2016
Who’s using it and the benefits to their business
The RAC Telematics Report has been produced by surveying 1,000 UK businesses between September 2015 and April 2016, to track and monitor attitudes to telematics use, including black box devices, smartphone apps and other tracking technology. The findings in the report reflect the responses of those who took part in our research.

“Telematics has delivered a huge amount of power into the hands of the fleet manager or chief mechanic, who can now see what is happening with their vehicles and be proactive in terms of how they deal with it. It’s no longer about just keeping tabs on staff or vehicles, it’s much more about managing the vehicle as an asset.”

Nick Walker, RAC Telematics MD
Why are businesses using telematics?

1. Staff vehicle tracking 80%
2. Monitoring driver behaviour for training purposes 54%
3. Providing accurate mileage reports for tax/expenses purposes 47%
4. Supporting customer service by monitoring delivery vehicle progress 44%
5. Monitoring vehicle health 37%

“The what we can see from the research is a real shift towards the increased use of telematics, and businesses are looking at how their own fleets can benefit. It’s clear from our report that telematics is now being associated with fuel reduction, cost benefits, more fleet insight and duty of care.”

Nick Walker, RAC Telematics MD

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What benefits are businesses experiencing?

1. Reduction in fuel use
   - 55%

2. Reduction in speeding incidents/fines
   - 49%

3. Reduction in accidents involving staff
   - 43%

4. Reduction in overtime hours claimed
   - 39%

5. Reduction in maintenance costs
   - 31%

“We’ve seen benefits in terms of supporting customer service - if there are problems we’re able to locate our salespeople and vehicles quickly. RAC Telematics has also helped us drive down costs, including a 10% reduction in fuel use.”

Ringtons Tea, fleet size 350
What do businesses want from telematics in the future?

- **50%** Automatic reporting of faults to fleet manager or chief mechanic
- **58%** Connectivity with other business motoring services
- **44%** Alerts for concierge-style booking for service, maintenance and repair (SMR) requirements
- **43%** Alerts for proactive intervention by a breakdown provider
- **36%** Remote diagnostics to proactively identify and fix potential faults

"Trackability of vehicles is really important to us, particularly as our drivers are often driving either very early to get to a venue, or late coming back from the end of a show. From a health and safety perspective, our guys are driving by themselves in the main, and as an employer we have a duty of care to know their whereabouts. In fact we had a safety inspection at the start of 2015 and it was seen as a real positive that we not only have RAC Breakdown cover, but also RAC Telematics fitted to all vehicles."

Exhibitions and Displays Direct Ltd, fleet size 5

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To find out more about RAC Telematics, visit our website rac.co.uk/business/telematics or call us on 0330 159 0363