

2021



state of the **FLEET MARKET**

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FieldRoutes Expands into Lawn Care Software



I'M EXCITED TO HAVE the opportunity to share the news that FieldRoutesTM has officially launched into the lawn care software space. This purposeful decision was made to support our commitment to helping our customers exceed their goals and grow their business by providing modern technology to those who have expanded their own businesses in the residential lawn care industry.

While our mainstay through the years has been to provide an innovative, Cloud-based software experience for the pest control industry, supporting lawn care was born out of the need to help our existing lawn care customer base solve their unique software challenges. We also worked with lawn care businesses that sought us out to build what other solutions in the market could not provide. This collaboration helped us build new functionality that will benefit not only our customers focused on lawn care but all those that provide field services regardless of the industry. These new features include, the ability to offer programs with pre-pay discounts, updated routing functionality to account for a technician's skill set when scheduling a service, and routing vehicles by chemical capacity. Other enhancements include the ability to charge by measurement to maximize revenue, digitally estimate properties to alleviate the need for on-site visits, and consolidated invoicing, which lets customers create a single master invoice for individual services completed during a specific time period.

I'm proud of the fact that even before these enhance-

ments were made, our lawn care customers using our FieldRoutes operations suite saw, on average, their customer base increase by 44% during their first year of use. Additionally, those using our FieldRoutes sales and marketing suite have seen a year-over-year return on their marketing investment ranging from two-and-a-half to 11 times. Now that we've launched our built-to-suite lawn care software, we only anticipate these numbers increasing.

We're pleased to sponsor this year's Lawn and Landscape's State of the Fleet Management report. As a leader in software technology, we understand the challenges you face on a daily basis. As fuel and labor costs continue to rise, a fully integrated, end-to-end business management and marketing solution will help you compete in this tight market.

FieldRoutes has a long history of helping our clients grow quickly and scale their operations. We're excited to bring that same energy to the lawn care industry and field services as a whole. These exciting new features are just the tip of the iceberg as our team continues to craft innovative solutions to meet the needs of field services organizations looking to grow their business and do more with less.

WILLIAM CHANEY
Chief Executive Officer
FieldRoutes

Fleet Feats

The latest GPS, in-vehicle camera and routing software provides extra sets of eyes for tighter safety, elevated efficiency and better accountability. Even better? Crew members are on board.

Major snow events are uncommon in the Baltimore suburb of Reisterstown, Md., where Kevin Walleit operates his business, BHK Lawn Maintenance. So when the white stuff flies, there's an even greater chance of litigious slip-and-fall accusations, he says. This and proof of service is what prompted him to implement GPS systems in his vehicles 11 years ago. "We were doing snow removal for box stores like Home Depot, and we encountered issues where they said we weren't there when we were," he says.

Now, that's not an issue. The GPS shows exactly when crews arrive on site, how long they stay and when they depart.

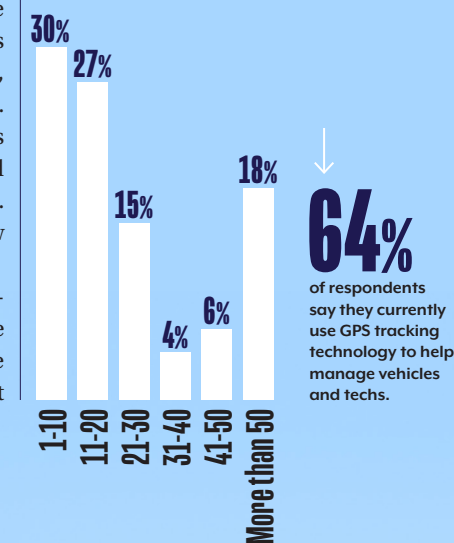
"We were doing a Home Depot parking lot during a snowstorm, and at 5:30 a.m., a woman claimed she fell," Walleit says. "She started the process, contacted an attorney and I advised our insurance company that we had GPS. The truck was there. He took the GPS documents, submitted them to the

other attorney and we never heard from them again."

Accountability is a major benefit of GPS technology and routing software — not only to ensure that crews are sticking to the schedule, but also to respond when clients inquire about service, says Mike Trump, owner of Trump Lawn & Land Co., York, Pa. "We find it really helpful for when customers call us and say, 'I don't think you mowed today,' or, 'You didn't plow our lot,'" he says. "We can pull up the GPS report and show them that the vehicle was there."

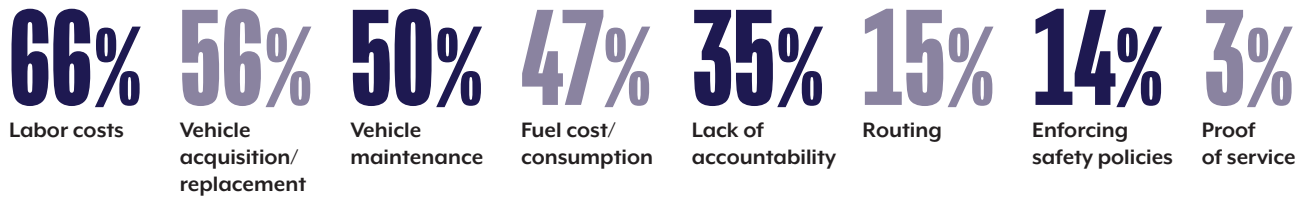
Trump has been using the same GPS system for 10 years, and since then, drivers are more careful about their speed and vehicle maintenance is easier to track. "We don't

HOW MANY VEHICLES DOES YOUR COMPANY HAVE?



Note: Answers based on about 150 survey responses. Percentages may not equal 100 percent due to rounding.

WHAT ARE THE TOP 3 CHALLENGES YOUR BUSINESS FACES TODAY, RELATIVE TO YOUR VEHICLES AND TECHS? (Choose any 3)



have to rely on the crew leaders to tell us that the oil needs to be changed,” he adds.

Beyond this, safety is another benefit of fleet management systems, from operating vehicles to protecting equipment. Trump’s utility vehicle that is equipped with a water tank for maintaining the city’s hanging baskets has GPS, as does the company’s tractor bat-wing mower.

Phil Glaser can’t imagine running his business, Capital Landscape Management, without fleet management technology. From routing efficiency to improving customer service, he and his wife/co-owner Katarina Glaser have also located a stolen vehicle, dispatched nearby crews to handle requests and proved a driver’s innocence in an accident situation.

Glaser adds, “It’s all about accountability and shaving down costs.”

ON THE MOVE

During a reasonable, half-hour lunch break, crewmembers at BHK Lawn Maintenance might stop at Royal Farms convenience stores to pick up something cool to drink and a sandwich. That’s not a problem. “But if they are taking 25 minutes of the paid lunch in the store to get food, they’re not eating it in five minutes,” Walleth says.

He doesn’t use GPS tracking as a Big Brother tool. But it is a tremendous efficiency monitor. He has met crew members in the Royal Farms parking lot to remind them that desired bonuses and wage hikes can only happen when the business is running efficiently and profitably. “We do a couple million a year and we have to compete with big companies,” he says. “If you want to make money, that’s fine — but customers are only going to pay so much, so you have to pick it up in efficiency.”

Walleth says his style is laid-back but stern. And the efficiency message resonates with his people. “It’s easy when you show them the numbers, and start comparing crews and performance,” he says. “They all have the same equipment and the same number of people. All the crews are level-loaded, so it’s a competition. I tell them it’s like a football team.”

Walleth pulls GPS information weekly and records time spent on properties in a simple Excel spreadsheet. “At the end of each week, I know if crews are meeting their goals or not,” he says. “I know my per-hour rate. We sell hours. The GPS accounts for all of those hours and all downtime.”

BHK Lawn Maintenance has gas on site, so crew members don’t need to stop to fuel

up. “I don’t mind them stopping to get water, but I don’t want them in the store for 30 minutes.”

The way Walleth explains this is to show them the spreadsheet and how downtime is deadtime for the business.

Idle time is also recorded, and this is important for helping crew members understand that not only is sitting in the truck a time suck; it’s not all that good for their energy level or health, Glaser says. “We explain if you are working outside, you can’t be getting in and out of the air-conditioned vehicle because it’s better for your body to live with that temperature,” he says. “On the flip side, we don’t want them to shut off the truck in winter when they are plowing, no matter what, because what if it doesn’t turn back on?”

Framing the data as teachable moments rather than a personal attack helps employees understand the company’s perspective and correct behavior vs. taking a defensive position.

The same approach is how Glaser talks to drivers about their routes to accounts — especially during rush hours or when there’s road construction. “The GPS helps us cut down on drive time because we can identify where the jobs are and the best route to take,” Glaser says. “If they are going off route — and there’s always the long way to come back — we can correct that.”

Walleth says having GPS in place basically eliminates the need for an operations manager to spend valuable field time checking on accounts. “I can get on my iPad quickly and find out where all seven crews are easily,” he says. “I can see how the day is going and find out if I need to

make adjustments. Quite frankly, I don’t have to pay an operations manager. This takes care of it for me.”

ACCIDENTS HAPPEN

A crew is running late to an account, so the driver hits the gas, pushing the speed limit and beyond. Or, another vehicle rolls through an intersection, causing the crew leader to hit the brakes to prevent a collision. What does GPS have to do with these situations?

GPS with in-vehicle cameras protect drivers in cases where an accident occurs. The system helps curbs behaviors like speeding. And ultimately, it can save a company’s reputation.

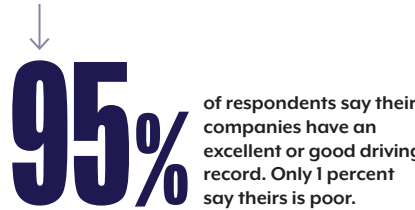
“If there is a vehicle accident, we can pull the data and show within the parking lot how fast the truck was going,” Glaser says. “We can say, ‘No, he was not speeding. Here

is the printout,’ so we can break it down and show the whole parking lot where the incident occurred.”

Once, someone called Capital Landscape Management with a complaint that one of its trucks blew by a stopped school bus. “It wasn’t us,” Glaser says. “We didn’t have a truck in that area, so giving her this GPS information helped her redirect her frustration to the right company — not ours.”

Emphasizing to employees how in-vehicle cameras and GPS can protect them from accusations is an important buy-in step. “Most of them realize this is here to help them,” Glaser says.

At first, receiving reminders that a vehicle is speeding or stopping too hard can feel like an annoyance. Managers can relate to their people by letting drivers know the system is “beeping” at their fast speed and quick turns, too. When Scot Williams, general



manager at GLS Landscaping and Maintenance in Oak Ridge, N.C., introduced the in-vehicle cameras to the team, some felt the system would be “always watching.”

“We have a good relationship with our guys, and we explained that it wasn’t to ‘watch them,’ it was for their own safety as well as the company’s safety,” Williams says.

He set the system to only send notifications if vehicles are operating 10 miles over the speed limit. So, there’s some grace. “I had a couple of drivers who might get irritated on the road and speed, and they realize this system is keeping track and I think it helps,” he says. “I noticed when we first put it in, we had a lot of heavy braking, including myself — I corrected myself quite a bit.”

Williams adds, “If one of our drivers slams on the break because a vehicle pulls out in front of him, they’re stopping a Ford 350 or 450 truck with a trailer and equipment. The cameras can show exactly what happen if there is an insurance claim.”

The reality is, accidents do happen. When employees understand that an important benefit of GPS and cameras is to protect them, they’re more likely to feel the company is on their side rather than treating a system like a Driver’s Ed tool.

As Walleth says, “We explained the pros and cons of the system, and I told them, ‘I’m not here to hang this over anyone’s head, so we’ll take it easy and see how

→ WHAT A STEAL!

ON A MONDAY MORNING, Walleth went to open up shop at BHK Lawn Maintenance, and he saw the lock on his yard gate had been cut. “One of the trailer doors was out of place and open, so I looked at the rest of the fleet, and all of the trailer doors were open,” he says.

One of the trucks was missing from his Reisterstown, Md., headquarters. “All of the hand-held equipment was stolen — \$15,000 worth,” he says.

So, what did Walleth do first, before even calling the police?

“I went to my car and opened my laptop to pull up the GPS,” he says. “I saw that the missing

truck was in Baltimore City, so then I called the police and they went straight to the truck. Within an hour, they were on site.”

The equipment was gone, but the truck was there. “It was like a ring, and they were hitting all of the landscape companies around,” Walleth says.

While he had to replace the equipment, finding the vehicle was a relief. Beyond accountability, safety and efficiency, the GPS system protects the company’s assets. “It’s done me well.”

The Glasers also leveraged GPS to find a stolen vehicle from Capital Landscape Management.

“Someone stole a vehicle at night, and we could tell the cops exactly where it was in the morning,” Phil Glaser says. “They drove right to it, and this was when GPS trackers were newer. So, they asked, ‘How do you know it is parked there?’”

While Katarina notes the system is great for getting crews to clients faster if there’s a callback, the unexpected benefit of rescuing a stolen vehicle more than paid off the investment in GPS.

“It’s all about accountability and shaving down costs.”

PHIL GLASER,
Capital Landscape Management

HOW DID YOU PREPARE EMPLOYEES FOR THE INSTALLATION OF GPS SYSTEMS?

60%

Didn't do any preparation; just had the tracking units installed

48%

Provided internal training about the benefits of GPS tracking

40%

Had one-on-one convos with techs after the units were installed to get feedback

15%

Had a rep of the GPS tracking firm speak to our tech

WHAT WOULD MAKE YOU REEVALUATE YOUR SOFTWARE SOLUTION IF YOU HAVE ONE? PICK THE MOST IMPORTANT.

43%

Capabilities

27%

Integrations with third-party tools

20%

Price

4%

Support

7%

I don't have one in place

it goes.” But having the system in place does promote better behavior. He tagged the speed at 66 mph. “I know it holds them more accountable because my phone is not blowing up with alerts.”

Trump says he's upfront with crewmembers when he gets speeding notifications. “We let them know we received a message from the system, but for the most part, they know it's there and their driving reflects that.”

SELECTING A SYSTEM

GPS and fleet management systems have evolved significantly since the first hard-

wired equipment released. Trump has been using the same system for 10 years, and two years ago updated the responders from a 3G to 5G network to avoid lags.

Trump's fueling provider had a partnership with a GPS provider and got the company going, he says, adding the roll-out was as simple as saying, “We're doing this. And, everyone was OK with it.”

A large monitor at the office shows where trucks are, “and the guys know they are being held accountable for where they are throughout the day,” Trump says. Williams recently switched over to a system with cameras and says selecting GPS through the

“I noticed when we first put it in, we had a lot of heavy braking, including myself – I corrected myself quite a bit.”

SCOT WILLIAMS, general manager at GLS Landscaping and Maintenance

same wireless carrier the company uses for its smartphones made billing easier.

Plus, a warranty was offered, “and service after sales is really important for us,” he says. “With other companies, they put the system in and then it's on us.”

Glaser has switched systems a few times during the last eight years, also moving to a GPS with the strongest wireless carrier in his area to avoid lag time and tech blips.

With the evolution of fleet management technology comes opportunities to track more, view more and basically do more. But what's important is to determine what the goals and priorities are.

For Williams, the addition of in-vehicle cameras that record trigger events is adding an additional layer of safety and accountability.

“It has helped us tremendously,” Williams says. “There isn't any way we'd go back. We can evaluate the trucks' performance, the drivers' performance — its' a valuable tool here and the best thing we've ever bought.”

HOW DID MOST EMPLOYEES FEEL ABOUT GPS TRACKING BEING INSTALLED?

42%

They were ambivalent about it; took a “wait and see” attitude

34%

They embraced it immediately; recognized benefits of GPS tracking

25%

They resented it; complained about it to management and fellow employees

“(They) know they are being held accountable for where they are throughout the day.”

MIKE TRUMP, Trump Lawn & Land Co.



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BETTER FOR BIDDING

COST ANALYSIS IS A BIG BENEFIT of GPS technology for Walleit at BHK Lawn Maintenance in Reisterstown, Md. He can figure out if he underbid a maintenance account and course-correct come renewal time to be sure the job stays profitable. And on the other hand, if crew members should be completing work more efficiently than the GPS indicates, he can drill down and determine if additional training is necessary.

“I can go back and see how long crews are on properties throughout the season, because it varies,” he explains. “It takes longer to mow in May than it does in July.”

If he bids two man-hours per crew members and assigns five employees to an HOA or condo property for a total of 10 hours but the GPS shows they spent 12 hours, Walleit says, “I either made a mistake with estimating or they are not doing their job, and we can peel it back from there.”

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