



eBook

# 5 steps to improve your fleet's customer support

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Build trust and create long-lasting customer relationships

## Introduction

# Great customer support makes your business grow faster

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As technological progress accelerates, customers have come to expect transparency. In fact, [73% of people](#) are willing to pay more for services that offer transparency.

Yet many fleets still use old technology and bare bones customer support. They'll talk to a customer who takes the time to call them, but they won't go out of their way to proactively provide support that sets them apart from their competitors.

Implementing a top-tier support [reduces customer churn by 10% to 15%](#). In this guide, you'll learn how to create a support process that impresses new customers and builds strong relationships with recurring customers. It includes five core concepts:

1. Make the handoff from sales to operations seamless
2. Give customers real-time information
3. Give customers accurate information
4. Gather and analyze operations data
5. Gather customer feedback



Step 1

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Step 1

## Make the handoff from sales to operations seamless

When a salesperson makes a promise you can't deliver, you might win that one sale. But when you don't fulfill the expectations you've set, your disappointed customer will take note. You risk losing not only that customer, but all the potential customers they might tell.

Sometimes, your salespeople will make reasonable accommodations to win a sale. But if they don't effectively communicate their promises to your operations team, operations might start standard processes and end up disappointing your customer.

There's only one way to make sure that salespeople and operations are on the same page: Keep communications open. If you rely on this communication happening organically, you'll find yourself in a situation where questions aren't

asked, information isn't transferred, and customers become unhappy.

That's why it's important to create a clear process for the sales-to-operations handoff. When your operations staff have a question, they should know exactly who to address it to and how to address it, whether that's via email or a phone call or an online form. Also, when your salespeople have agreed to deviate from your operations' standard processes, they should know exactly who is responsible for receiving and implementing those directions.

If you keep your sales and operations team on the same page with clearly defined processes, your team will deliver services that keep customers coming back.





Step 2 & 3

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## Step 2

### Give customers real-time information

The best way to set reasonable customer expectations is to provide real-time transparency. A customer who is waiting for a delivery and hasn't heard from your team will be anxious. They'll wonder, "Did they forget about my order? Did they lose my shipment?"

A customer who has up-to-date information about the status of their delivery will be satisfied that everything is going according to plan. The more

information you give customers, the more confidence they'll have in your team.

Real-time information is important because there's no such thing as an "average day" in the fleet industry. Something as simple as a freeway fender bender can cause a sudden traffic jam that delays an important delivery. In an unpredictable business, it's important to keep customers as up-to-date as possible.

## Step 3

### Give customers accurate information

Real-time information is crucial – but it can backfire if, in the rush to keep clients informed, the information you deliver is inaccurate.

Customers want information that's both instant and error-free. Fortunately, there are products that automatically provide this level of precise, real-time transparency.

FleetUp's [trip share tool](#) allows users to automate transparency. It sends real-time ETA and GPS location to customers via SMS or email. When customers are curious about the status of their shipment, all they have to do is click the trip share

link. A screen will pop up, revealing precisely where their delivery currently is and when it will arrive at their loading dock.

For FleetUp users who use Monday.com's management software, FleetUp's Monday.com integration is another extraordinary tool. It allows users to access all of the data that FleetUp tracks via their Monday.com platform. Users can create personalized "boards" of specific, custom real-time tracking data and share board links with their customers. It's an easy way to make sure everyone stays on the same page.



Step 4 & 5

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## Step 4

### Gather and analyze operations data

In the day-to-day hustle of running a fleet, it can be easy to focus on details and lose track of the big picture. After all, managers have countless jobs to do and endless tasks to complete. It's no wonder they often miss larger trends.

But fleets that don't take the time to do this never identify the factors that consistently slow them down. Is one recalcitrant customer keeping trucks waiting in line for hours and hours? Are certain drivers spending an inordinate amount of time parked and inactive? Are engine problems taking too many vehicles off the road? When managers don't have time to look, they can't answer these questions.

The only way to find answers is to track and analyze large swaths of data. That's a full-time job and you don't want to add it to your team's to-do list. Fortunately, tools like FleetUp's Operations Dashboard automate this process. They automatically gather data, analyze that data, and turn it into easy-to-read graphs, complete with action steps you can take to address the problems they find.

## Step 5

### Gather customer feedback

Ultimately, the only way to know if your customers are happy is to ask them. According to a recent survey, [70% of companies](#) that deliver top-notch customer support proactively collect customer feedback.

Consider using [one of these tools](#) to create a support questionnaire. In order to get a good volume of responses, it's important to tell customers that they can expect to receive a questionnaire after their service has been completed.

Regularly check the responses to your questionnaire to see where your fleet is succeeding and where it's falling short. You won't just close gaps in your support processes, you'll also learn about your customers' needs and values. It's a great way to get a better feel for your marketplace.

## Conclusion

# Be the Top 1%

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86% of customers will pay for a better customer experience – [but only 1% of customers feel like companies meet their expectations.](#)

Great support puts your business in a different league. Customers will remember you, come back to you for more services, and spread the word about the good work you do.

If your fleet consistently provides customer experiences in that top 1%, your company will grow exponentially.

FleetUp regularly gives users powerful new customer support tools. FleetUp's integration with Monday.com is just one of many innovative features that help our customers make their businesses more efficient.

**Make your business more customer-focused.**

[Learn more](#)



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