



**HOW TO KEEP YOUR DRIVERS**  
*(AND YOUR BANK ACCOUNT)*  
**HAPPY WITH FLEET FUEL MANAGEMENT**

 **Quarles.**  
Fleet Fueling

# How To Keep Your Drivers (And Your Bank Account) Happy With Fleet Fuel Management

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Let's be honest. Managing your fleet fuel program isn't something you wake up early in the morning excited to tackle. (Don't worry, it is what we wake up excited about at Quarles.)

Instead...you probably wake up in the morning excited to build your business.

Did you know that Fleet Fuel Management can help you do just that? A fleet fuel program that fits the needs of your company will save you (and your employees) time, energy and money.

## **A great fleet fuel management program starts with the right fleet fuel card.**

With fleet cards in place, your fleet fuel program will help your administrative team and drivers save time, increase fleet security, improve fueling locations, save in fuel costs, and more.

Here are 5 ways Fleet Fuel Management will keep your drivers (and your bank account) happy.

## **1. SAVE ADMINISTRATIVE TIME**

Your administrative team is busy. In fact, if your staff is anything like most businesses', they already wear quite a few hats. Removing just one of those hats can take a huge weight off your team's shoulders and means they can use that extra time to focus elsewhere.

With a fleet fuel program, your admin staff can **stop worrying about sorting through the paperwork that comes with fleet fueling** and work instead on other critical office needs. Fleet fuel management means all of your fuel costs will be in one place and no longer on multiple credit card statements and driver logs.

Depending on how you prefer to view your data, **comprehensive and customizable reporting is available**. You can view data by driver, vehicle, fuel type, and transaction location; making fleet fuel management fit the specific needs of your organization.

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Last, but certainly not least, your admin team will **gain greater visibility into fueling data and behaviors**. Track your fleet using type of fuel, fueling location, time of day, driver, vehicle, gallons, or price per gallon. By tracking these behaviors with fuel management, you'll gain important insights into how to continue to save money for your fleet.

## 2. INCREASE SECURITY

With 3rd level data capture, your fleet card programs will stay that much more secure against fraud.

*What is 3rd level data capture (Level III transaction data), you ask? Great question!*

3rd level data capture - or Level III transaction data - refers to the data captured during the transaction process. For a fleet fuel transaction, you're able to see on each and every statement:

- Where a transaction was made
- When a transaction was made
- Who the transaction was made by
- How much fuel was purchased

By using this transaction technology, your fleet fuel management is already more secure than traditional credit cards.

In order to use Level III transaction data, your drivers will have to enter specific information that only they know in order to access fuel, such as their driver identification number.

But 3rd level data capture is only the start of security with a fleet management program.

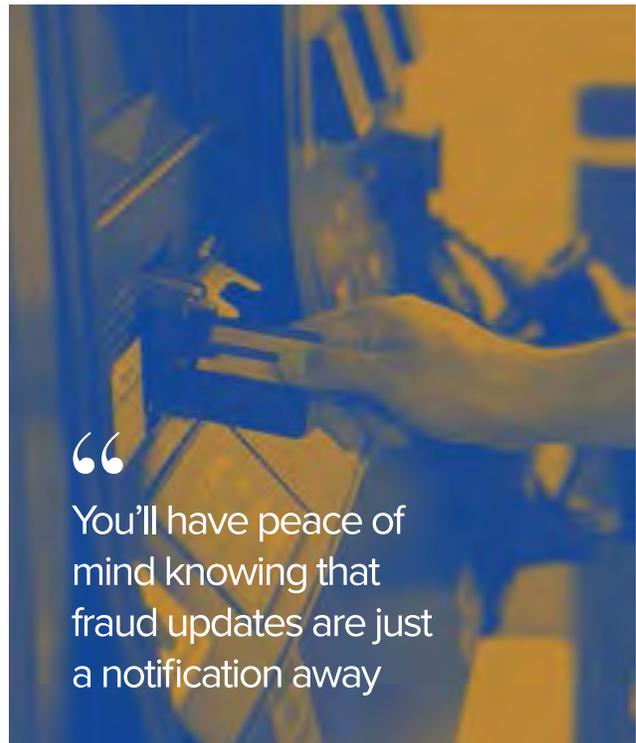
With a fuel card program, you'll have peace of mind knowing that **fraud updates are just a notification away**, depending on the settings you choose to apply to your account. Coupled with GPS Tracking, **your vehicles will be under the protection of nationwide stolen vehicle recovery**.

In addition, many programs allow you to **create hard lock outs and restrictions**. Some fuel cards can be set up to not allow certain transactions or to shut off completely when they hit a certain limit.

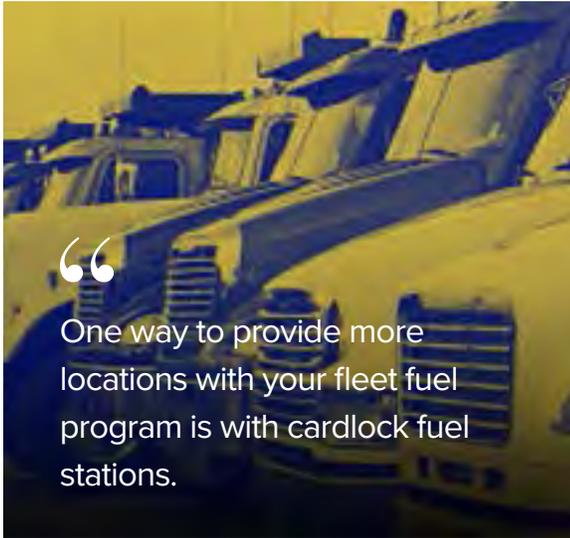
A fleet fuel program gives you the kind of security you won't see with traditional credit cards, making your security efforts nearly automatic.

## 3. HAVE FLEXIBILITY WITH FUELING LOCATIONS

We've talked about keeping your admin staff happy with the right fleet fuel program; now let's talk about your drivers. Want to keep them happy too? Supply your drivers with plenty of fueling locations.



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One way to provide more locations with your fleet fuel program is with **cardlock fuel stations**. With cardlock stations, your drivers will get in, out, and on their way. They'll love that cardlocks were built with fleet drivers in mind, so they'll have more than enough room to get their commercial vehicles around the lots.

In addition, cardlock stations are conveniently located, so your drivers will never have to go far out of their route to fuel up. These fueling locations are unattended 24-7 and don't allow any retail traffic. That means no navigating around sedans and minivans at the pump.

Not only will your drivers be happy, but so will you. Cardlock stations mean improved security for your fleet fuel card accounts.

In addition, many fleet card programs offer **extended acceptance** to help drivers find convenient fueling locations. From truck stops to retail stations, the right fleet management program will give your drivers plenty of fueling options along their routes.

## 4. GET BETTER FUEL SAVINGS

What's one of the most direct ways to make your bank account happy? Fuel savings, of course.

Many fleet management programs provide generous fuel savings for your fleet.

First and foremost, when your drivers use your fleet's fuel cards, you can receive **loyalty discounts**. By making more purchases at the pump, your savings will continue to grow with fleet fueling.

For certain fuel programs, some **rebates are volume-based**, so the more you fuel, the more you save! With these fuel savings, you'll receive discounts immediately at the pump. You need to purchase the fuel to keep your business running--you might as well reap the cost savings!

Pay attention to **promotions and offers** that may come about from your fleet fuel management program. Different fuel programs will offer different incentives throughout the year, so be proactive and use these to your advantage.

Lastly, some fuel cards offer **access to products with additives that increase vehicle performance and can even reduce MPG in your vehicles**. Every fuel management program is different, so learn all you can about the type of fuel your program offers. You could end up saving simply thanks to how efficient your fleet will be!

## 5. CUSTOMIZE YOUR FLEET MANAGEMENT PROGRAM

The final - and one of the biggest - way a fleet management program will keep you and your bank account happy is that you can customize your account for your specific business needs. Many fuel programs offer **multiple fleet fuel cards**, each with their own unique perks.

Depending on your fuel management program's **payment terms**, you'll be able to customize your account based on your business's individual needs. This often helps small businesses proactively manage cash flow.

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In addition, integrating **GPS Fleet Management and Tracking** will make your life as a fleet manager that much easier.

With GPS, you can track your drivers to be sure they are being as efficient (and, let's face it, honest) as possible. You'll be able to see that they took the best routes and didn't make fuel stops last longer than they need to.

Plus, you'll be able to see how safely drivers are being: are they maintaining safe speeds? Are they being efficient when they accelerate? Are your drivers breaking excessively? You'll find all this out and more with GPS Tracking and Management.

## TO SUM IT UP...

Whether you are trying to keep your employees (and yourself) happy - or your bank account - a fleet fuel card program that fits your business needs is a vital way to do it.

From cardlock stations to more time for your admin team to better security to GPS, fleet fuel cards will help your company be more efficient, save time, save energy, and save money...all of which will continue to help you grow your business.

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## CONTACT US TO LEARN MORE



1701 Fall Hill Avenue Suite 200 Fredericksburg, VA 22401



877.444.FUEL (3835)



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