What’s Your End Game?

Telematics isn’t about technology. Telematics is about people.

Whatever you’re buying, it’s the human element that distinguishes and elevates companies from providers to partners who look after YOUR best interests and who you want to do business with.

Telematics providers are all playing with the same tools, equipment, software, instruments, dashboards. Used correctly, they all save time, money and frustration and increase productivity, profits and safety.

So what makes one provider better than the other?

People who don’t know any better may think it’s about price or economies of scale or 15,000 customer service representatives – or a recognizable name and a kick butt website. But it’s not. Those are the folks who will try to convince you that telematics is all about technology. But it’s not.

Telematics is about the EXPERIENCE.

The experience you have with the person you’re working with — during the decision making and purchasing process and well beyond. Buying a solution from that person should be the START of a relationship, not the close.

If you don’t care if you have a new rep every quarter or don’t get a clear answer to a simple question like: “What does it cost?” Or if you’re stuck on hold for an hour at a time, transferred multiple times when you call for service and have to reexplain your situation over and over because no one knows who you are – then pick Verizon or AT+T or Samsara to handle your telematics investment.

If you don’t mind signing a TWO YEAR contract for services you don’t even know if you need or not or finding out that the company that provides your cellular service doesn’t know ANYTHING about telematics – then you’ll be okay buying from giants when what you really need is a HUMAN BEING.

Ultimately, WHO you choose to buy a telematics solution from is the only question you need to answer that really matters.

Do you want to buy from a person or from a company?

That’s what make BlueArrow Telematics the clear winner. The people.

BlueArrow Telematics investigated every GPS, asset management, driving habit, software, firmware, instrument, reporting dashboard and tools to create telematic solutions customized for each customer that is proven to save time, money and frustration for fleet managers across every industry.

BlueArrow researched and tested all the solutions offered by industry giants who incessantly attempted to siphon customers away with giveaways, freebies and marketing jargon that made folks think “Hey, maybe bigger is better.”

They combined everything they learned into two piles: KEEP and TOSS.

They kept the software, firmware, instruments and tools that work - that measure a driver’s habits and a vehicle’s performance. The ones that maximize productivity, minimize risk and pay for themselves in months, not years.

And they invested in human beings who ask and answer questions (and your call), suggest options and alternative solutions, work within your budget with upfront pricing, helping you make the right choices by engaging your team, testing devices, and making a plan to implement and employ the telematic solutions YOU need.

Nothing more.

Nothing less.