

## **Chapter 8: Paper Trail — Utilizing Analytics/ Reporting**

### Participants:

Paul Citarella, *Senior Vice President Sales & Marketing, FleetCor*  
Benton Routh, *President, Fuelman Network*  
Michael Smith, *Executive Vice President, Magellan Fuel*

**Paul Citarella:** Now I would to switch gears to the paper trail and using analytics and end reporting. And, next we're going to talk a little bit about reporting analytics, making sure that you are staying informed about your fuel spending. It is important to consider because everything you need to know about your fleets fuel spending is right there on the reports. Fleets today have lots of ways to keep track of things, whether it's keeping their receipts together and keeping track of the purchases manually or stepping up the convenience a little bit with the system that automates the reporting from them.

We're going to take a look at these automated systems for a minute. Today's sophisticated technologies for tracking fuel purchases allow for really detailed reporting that allows fleet operators to look at their fuel purchases in a number of ways. It allows you to take a look at it by driver, by vehicle, by route, by type of day, day of week, and a host of other criteria. What this means is no matter when you need to know something about your fueling habits, you will be able to see it immediately.

**Benton Routh:** Exactly Paul. Let's say I am a fleet manager. If I need to know why my fuel bill is higher this month without any additional deliveries, I can go in and see that one of my drivers had an extra fill up. And, I can ask him and find out why that fuel purchase was necessary, or maybe it wasn't. And the savings here can be tremendous.



## Hidden Cost Savings 10 New Ways to Reduce Your Fuel Costs

One transport company in Utah saved \$50,000 by switching from paper log books to electronic logs. And, saw a zero decrease in productivity at the same time. You know that's pretty significant savings for just one little change in how you keep track of things.

**Michael Smith:** You can also take that reporting and see which drivers may need some additional training or identify drivers that are spending more than they should. You can also compare your driver's performance and see if, for example, one of your employees is getting significant lower gas mileage than his coworkers. If that happens you might need to observe that driver's behaviors or schedule that vehicle for repairs. There are new generations of reporting software out there that will allow you to compare yourself against your local and national business peers to see how you stack up when it comes to fuel efficiency, and, how you are doing on your costs.