

BUYER EXPERIENCE REPORT
Fleet Management

GPS Insight

DECEMBER 2022

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How to Use This Report

SoftwareReviews captures the most compelling, useful, and detailed information on software performance to help evaluate, compare, and ultimately select the best tool for your business.

Our proprietary evaluation methodology is built on decades of experience helping businesses select software. We surface key elements every prospective buyer should review and understand prior to selecting a software provider, going much deeper than features and price to provide a detailed understanding of the relationship, negotiations, and value drivers of the solution.

This report is an evaluation of GPS Insight created entirely using data sourced from users of the software. Use this report to help inform your selection decision, inform your evaluation, or reinforce your choice to bring on a new software product and technology partner.



Understanding the Market

What Is Fleet Management

Fleet Management software enables the management of a fleet of vehicles operated and maintained by an organization. This includes dispatch, tracking, and management of the full life-cycle of the vehicles in the fleet.

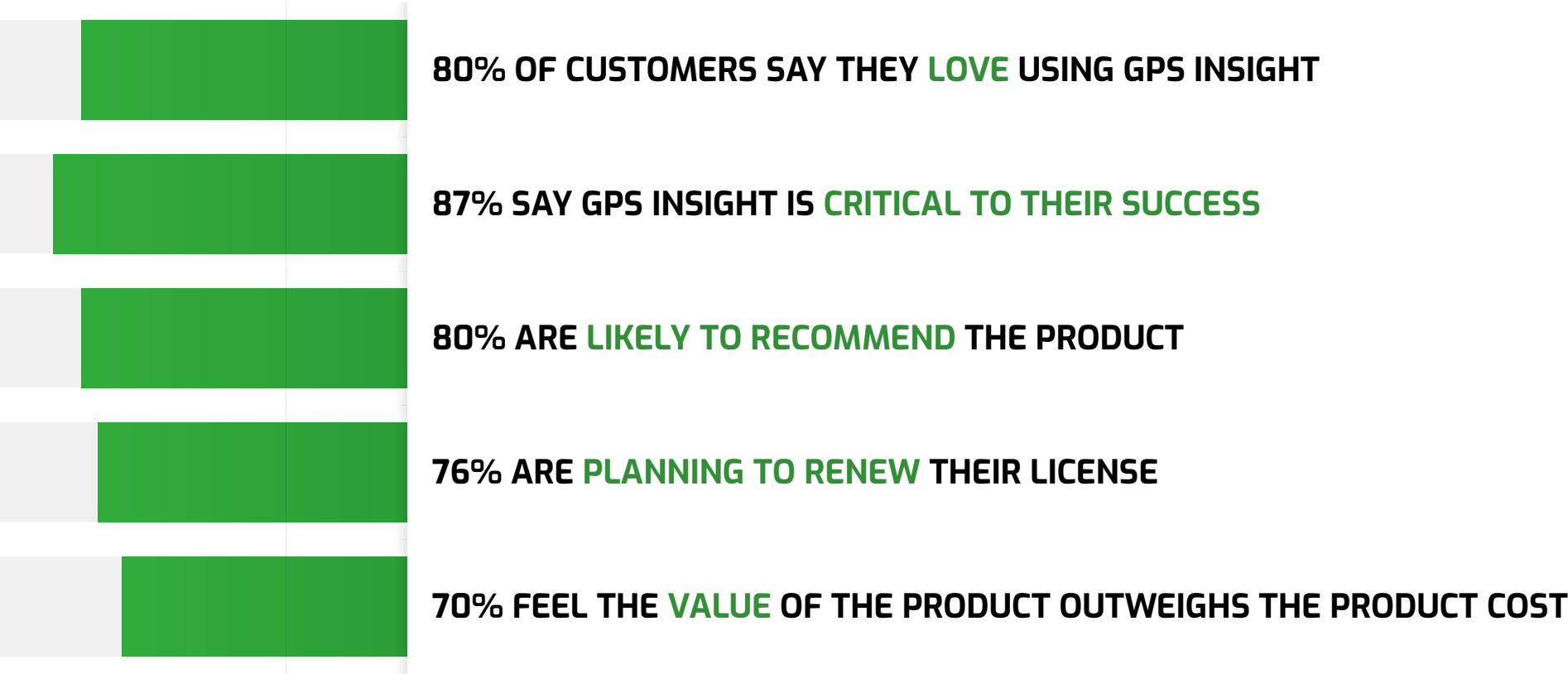
Understanding the Product

About GPS Insight

GPS Insight offers a vehicle and asset tracking solution for any type of business and every fleet size.

We asked real users what they thought about using GPS Insight and the value they received

Here's what they had to say:



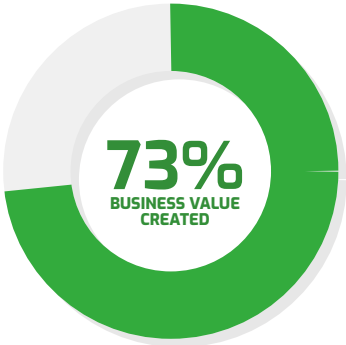
The best software providers will have a strong product tied to immediate value

SoftwareReviews developed a list of the top 11 software capabilities any customer should look for when evaluating a software solution. These capabilities represent table-stakes expectations for any software provider and help define products that are easy to implement and operate and that drive value to the organization.

We asked GPS Insight customers to help us better understand what they thought about their capabilities as a software provider. Here's a summary of what they had to say:

Business Value Created

The underlying purpose of software is to create value for employees, customers, partners, and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization's needs and deliver enough business value to justify the cost. Users of GPS Insight reported satisfaction scores of 73% when evaluating the business value provided to their organization.



Features are the gateway to driving **customer satisfaction**

Users want feature-rich software that enables them to perform a diverse series of tasks as opposed to one they find restrictive. Feature quality is just as important as quantity. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively.

And finally, purchasing software can be a significant commitment, so it's important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction.

Breadth of Features

DEGREE OF SATISFACTION

71%



Quality of Features

DEGREE OF SATISFACTION

75%



Product Strategy

DEGREE OF SATISFACTION

74%



GPS Insight User Satisfaction Across General Features and Functionality.

Satisfaction starts with a **successful implementation**

Choosing the right software is only the first step. Successfully implementing the new solution is necessary to realize its full value and promote end-user adoption. Typically, out-of-the-box functionality isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error.

Ease of Implementation

DEGREE OF SATISFACTION

81%



Ease of Data Integration

DEGREE OF SATISFACTION

75%



Ease of Customization

DEGREE OF SATISFACTION

79%



GPS Insight User Satisfaction Across Product Implementation.

Usability and support are drivers of ROI

End-user learning curves cost the organization money, and a tool should eliminate barriers to drive user adoption. Effective and readily available training enables users to get the most out of their software. Issues are inevitable, and vendor support will be key to reducing downtime and troubleshooting problems if they arise.

Administrative interfaces don't typically get the same attention as those built for end users, but they shouldn't be clunky or unintuitive to support management of the tool.

Availability & Quality of Training

DEGREE OF SATISFACTION

77%



Ease of IT Administration

DEGREE OF SATISFACTION

84%



Vendor Support

DEGREE OF SATISFACTION

76%



Ease of Use

DEGREE OF SATISFACTION

78%

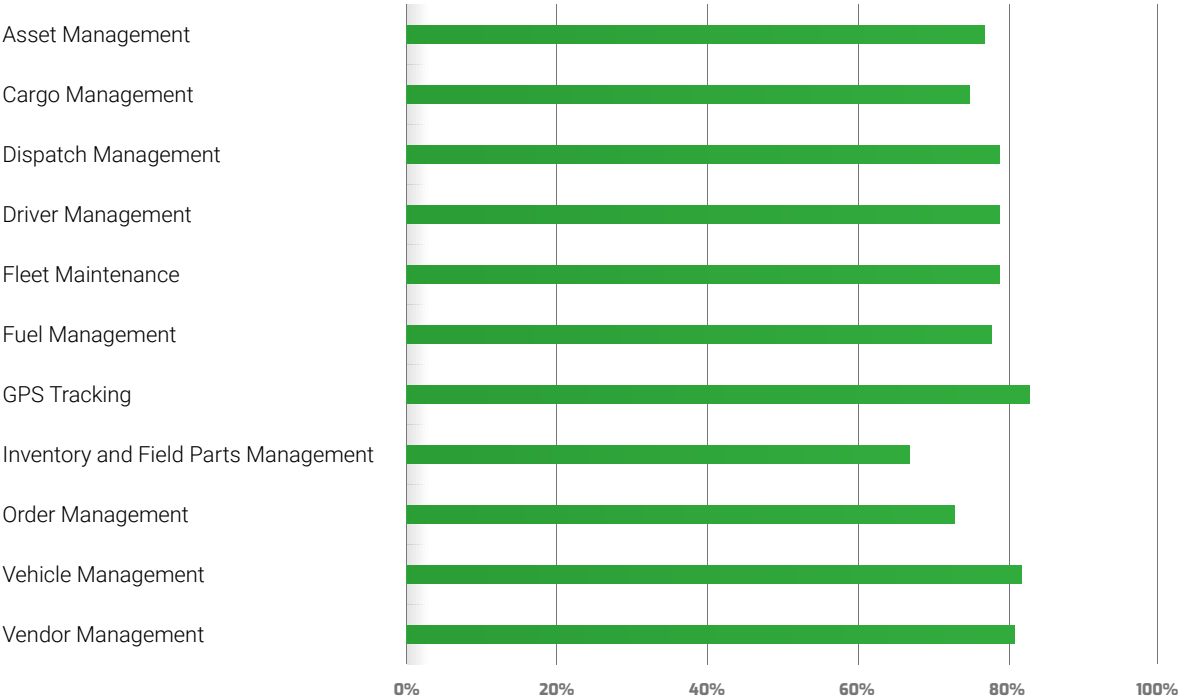


GPS Insight User Satisfaction Across Ease of Use and Management.

Compare satisfaction across top features needed to **meet your goals**

SoftwareReviews collected this satisfaction data from real customers who have used GPS Insight. Here's how they rated core features:

Product Feature Satisfaction



Identify your best partner using the Emotional Footprint

Satisfaction with your software vendor is more than strong features at a good price. Your relationship with your vendor will have a significant impact on both your short- and long-term satisfaction with the platform.

The Emotional Footprint aims to quantify the value of the relationship by measuring aspects of the provider not typically quantified by RFPs and POCs: which vendors are most reliable, which are trustworthy, and which continue to innovate. Research shows these aspects are more important to satisfaction than cost or functionality.

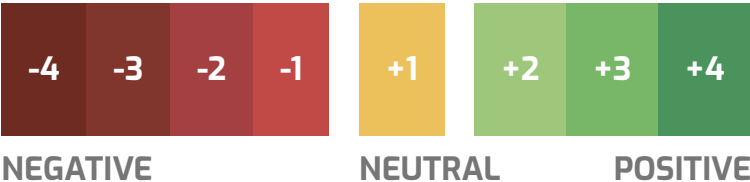
Within the Emotional Footprint review, we aggregate customer ratings across 25 elements in the areas of Vendor Strategy and Innovation, Service Experience, Product Experience, Negotiation, and Conflict Resolution. This creates a detailed indicator of overall user sentiment toward the vendor and its product.

How We Measure Emotions

The Emotional Footprint is determined using a standard Net Promoter methodology (see right). To assess the Emotional Footprint score of GPS Insight, users were asked to evaluate 25 individual emotional sentiments directly correlated to five Emotional Footprint areas.

The Net Emotional Footprint Score calculates the difference between the percentage of active promoters of GPS Insight and the percentage delivering negative responses.

Emotional Spectrum Scale



$$\begin{matrix} \% \\ \text{POSITIVE} \end{matrix} - \begin{matrix} \% \\ \text{NEGATIVE} \end{matrix} = \begin{matrix} \text{NET} \\ \text{EMOTIONAL} \\ \text{FOOTPRINT} \end{matrix}$$

Users Gave GPS Insight an Overall Net Emotional Footprint Score of

+85

The Emotional Footprint assesses **five key areas to evaluate the vendor relationship**

1

Strategy and Innovation

Your organization and market are constantly changing, and your software partners need to change with them. Relationships are built on your software partner's ability not only to react but also to proactively innovate against your needs.

2

Service Experience

Software is no longer just about a tool; it is also about the people who support it. Many people will interact with the software provider, and these interactions will play a key role in building a long-term partnership.

3

Product Experience

When you purchase a product, you are sold on its ability to improve your capabilities, improve processes, and be reliable. An important part of creating an emotional connection is its ability to keep these product promises.

4

Negotiation and Contract Experience

During a sales experience, your first true look into your software partner is during the negotiation and contracting phase. This helps establish the baseline of the nature of the organization you'll be working with.

5

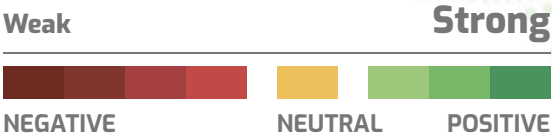
Conflict Resolution

It's inevitable that in the course of your partnership, conflicts and issues will arise. In the face of challenges, will your software provider jump in the foxhole to help solve your problem or leave you to it?



GPS Insight Word Cloud

The SoftwareReviews Word Cloud aggregates the most commonly experienced sentiments held by GPS Insight users based on the data collected within the Emotional Footprint. At a glance, it helps evaluate the vendor-client relationship and product effectiveness. Word size is driven by the strength of the sentiment. Word color is driven by the number of reviews that share the sentiment.

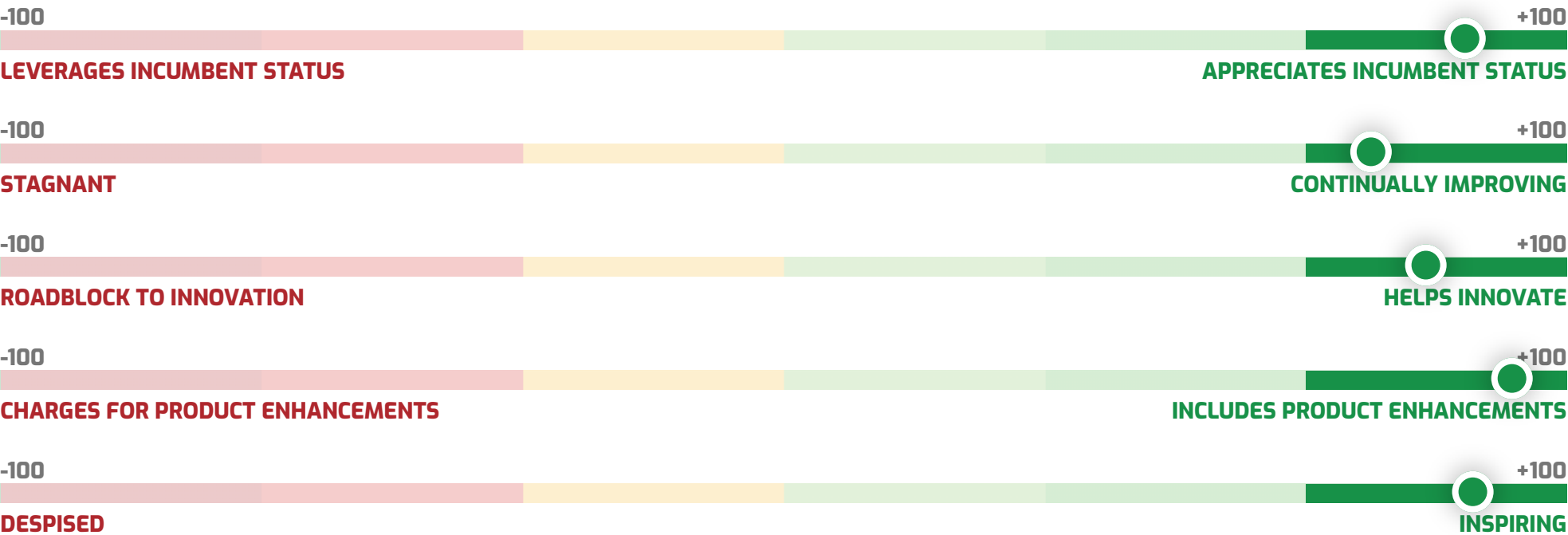


Additional data about each of the emotional sentiments can be found on the following pages.

GPS Insight Strategy and Innovation Experience

Your software provider's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to determine whether users felt GPS Insight appreciates the need to innovate.

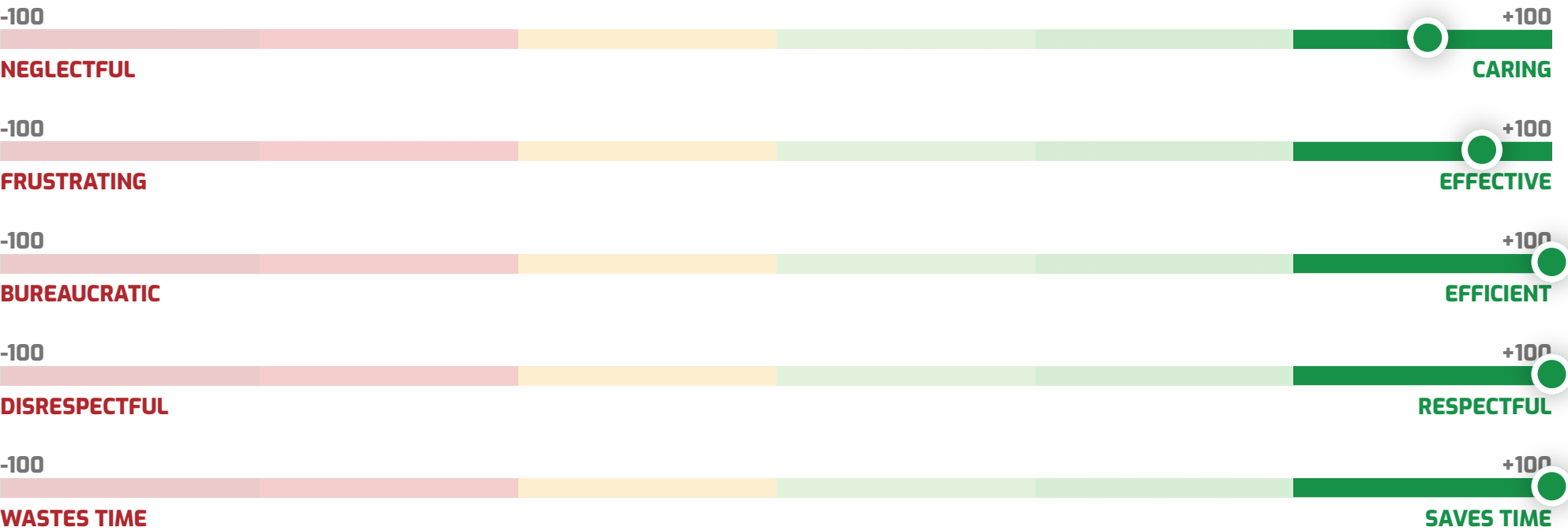
Average Score
+85



GPS Insight Service Experience

Good service matters. The last thing you need is to be disrespected by your software provider or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase. Use this data to determine how users reported their service experience with GPS Insight.

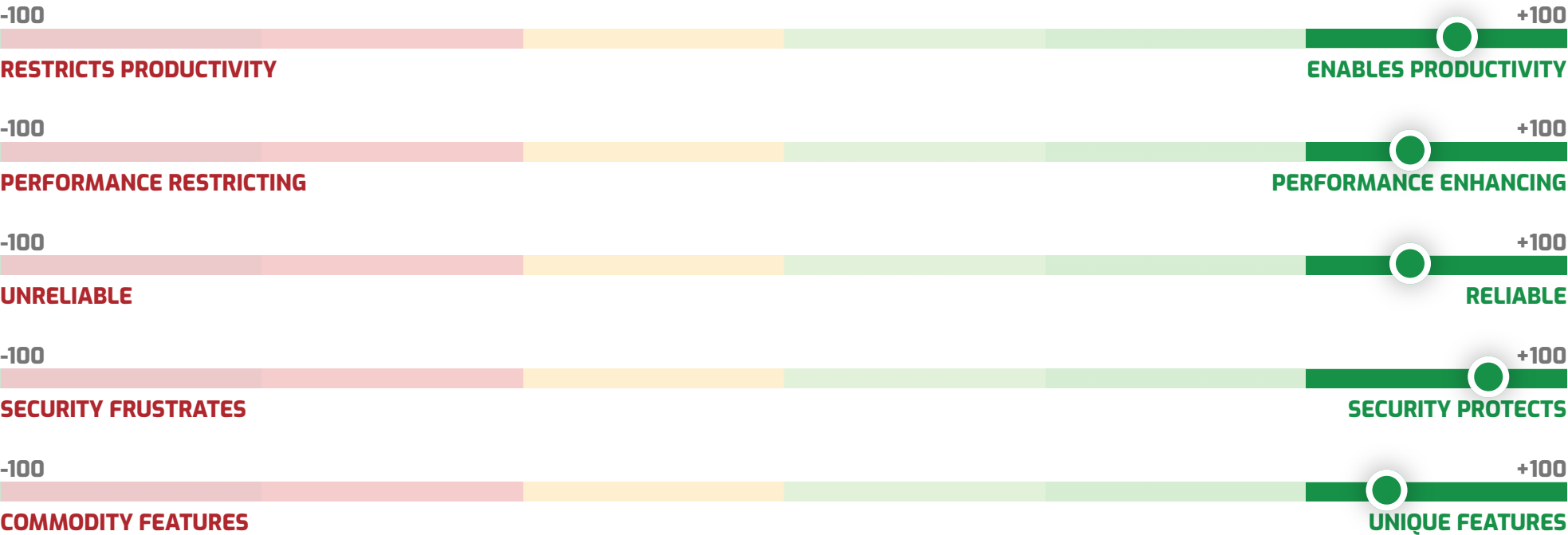
Average Score
+95



GPS Insight Product Experience

Software needs to reliably enable your performance and productivity. This can be the difference between a product propelling your organization forward or being dead weight that you'll need to carry. Use this to data to determine how users reported their product experience with GPS Insight.

Average Score
+83



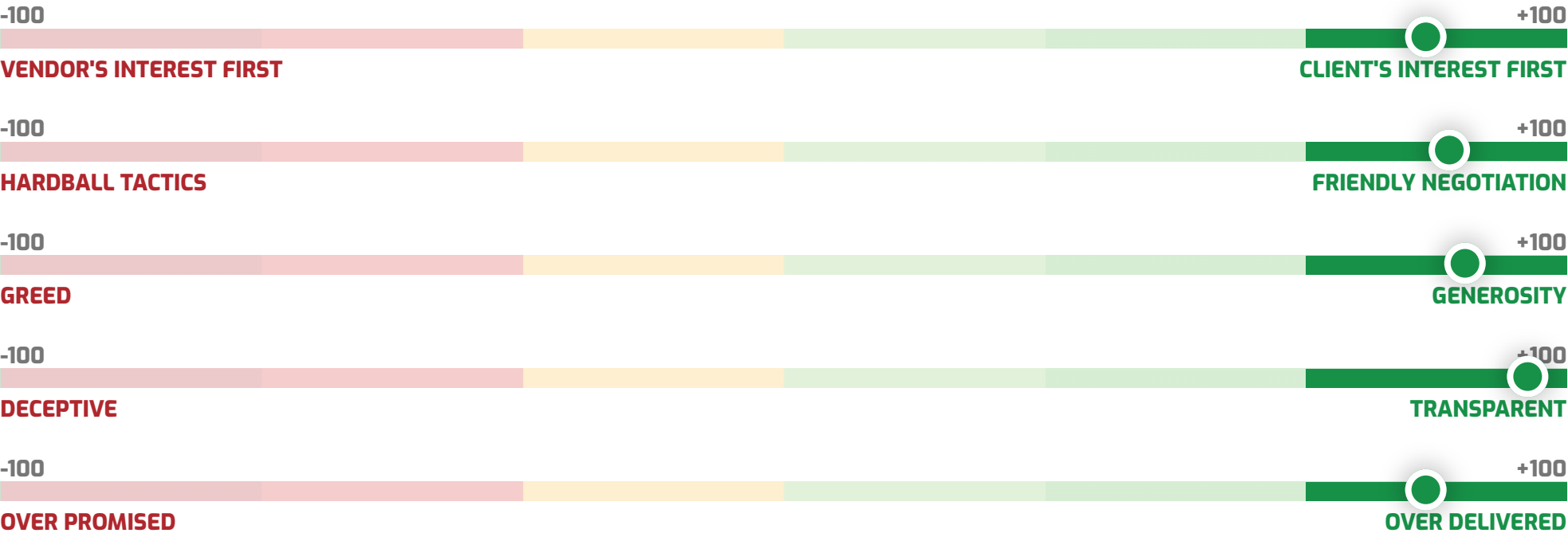
GPS Insight

Negotiation and Contract Experience

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with – rather than against – you makes it more likely you'll both be happy with the results. Use the data in this section to determine how users reported their negotiation and contract experience with GPS Insight.

Average Score

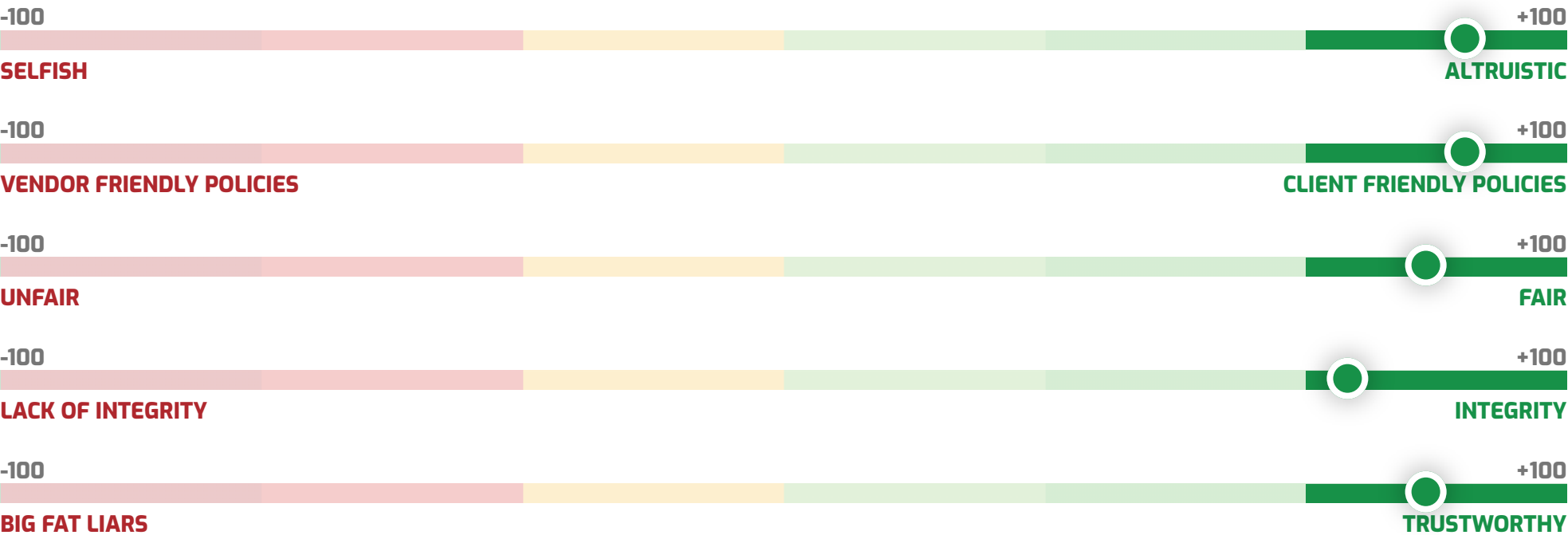
+86



GPS Insight Conflict Resolution Experience

Disagreements are inevitable, but knowing your software provider will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand how users of GPS Insight felt when conflict arose and how GPS Insight acted in response.

Average Score
+82



About the Data

SoftwareReviews collects in-depth quantitative and qualitative feedback data directly from verified end users about their experience with top enterprise software providers. Its proprietary online survey platform gathers more than 130 data points on each product, allowing end users to thoroughly evaluate their experiences using the software, from selection through purchase and service.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End-user experience and sentiment measures revealing product feature fit, perceived capabilities, business value drivers, and the quality of the provider relationship are accessible at both a high-level roll-up and a more detailed drill-down.

Software reports are available to download at SoftwareReviews.com/categories

About SoftwareReviews

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

SoftwareReviews' pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. SoftwareReviews collects the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group, a world-class technology research and advisory firm with over two decades of research-based IT advice and technology implementation.



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