

How to improve customer experience with **tech-agnostic telematics solutions**

In today's hyper-competitive business environment, customer experience (or CX) has become the key differentiator for companies across all industries.

The leasing and fleet management sectors are no exception. Now more than ever, your customers are demanding more personalised, flexible and seamless experiences. Companies that fail to deliver risk losing their competitive edge.

That's where **Matrix iQ** tech-agnostic telematics comes in. By leveraging data from various sources and providers, and unifying it in one central platform, leasing companies and fleet managers can gain deep insights into their customers' needs, preferences and usage patterns.

This enables them to offer more customised and value-added services, improve risk management, and build stronger relationships with customers. In this post, we'll explore the benefits of tech-agnostic telematics for customer experience in leasing and fleet management, and how it can help you stay ahead of the rapidly-developing CX curve.

Big data, leasing, & fleet management: the situation today

Modern tech systems have brought us to the threshold of a new era in fleet management and leasing.

The fuel driving this revolution? Data; or, to be more specific, vast quantities of unprecedentedly insightful, actionable data.

The gathering, analysis and application of big data enables a transformation in the sector, equipping organisations with the tools (such as SmartLink) to effect real change in operational efficiency and decision-making.

However, there exists a lag among many companies - some fleet managers, married to legacy systems and yesteryear processes, have been slow to embrace the big-data future. Others fear a steep learning curve and prefer to stick with 'the way we've always done things' - regardless of how inefficient.

Whatever the reason, we've seen a lethargy in the uptake of tech-agnostic telematics, and some organisations are yet to embrace these future-proof systems.



Consider the following statistics:

- Only 23% of fleets currently utilise big data to guide their decision-making, and only 15% plan to implement it in the near future. (G2.)
- 80% of customers consider their experience to be as important as the service or product they receive. (Fleet News.)
- Effective data management protocols reduce the total number of miles driven by 10% or more. (Smart Data Collective.)

Numbers like these underscore the importance of implementing future-proof tech solutions now.

With access to vast amounts of data (including vehicle performance, driver behaviour, and maintenance records), leasing companies and fleet managers can gain a major advantage over their rivals - leading to increased business and maximisation of revenue.



So what role does tech-agnostic telematics play?

Tech-agnostic telematics, at its core, refers to an informational system that can gather, analyse and integrate data from various sources - regardless of the devices used, or the providers they come from.

By using tech-agnostic data, leasing companies and fleet managers can vastly improve the customer experience by offering more personalised and flexible services.

For instance, one advantage of using tech-agnostic data is the ability to implement tariff-based pricing and leasing models. This means that customers can be charged based on actual usage, rather than a fixed fee.

Additionally, leasing companies can offer more uniquely-tailored services based on real-time data insights, such as predictive maintenance and route optimisation.

Elements such as these allow you to offer a more personalised experience, thereby differentiating you from competitors and increasing customer loyalty.

"Exceptional CX is no longer optional; it's a must-deliver in today's competitive landscape"

4 CX-boosting benefits

Partnering with innovative tech solutions can have a wide range of operational benefits for leasing and fleet management businesses.

As it relates to the customer experience, here are some of the key advantages of tech-agnostic telematics:

1. Tailored pricing based on usage and real-time data

With tech-agnostic telematics solutions, companies can accurately track and analyse usage patterns. This allows them to offer more personalised pricing options that better match their customers' needs and budgets.

2. Improved accuracy in billing and invoicing

By automating the billing and invoicing process with telematics data, companies can reduce the risk of errors and improve overall accuracy, leading to fewer disputes and faster payment processing.

3. Increased customer satisfaction and loyalty

With more tailored pricing and accurate billing, customers are likely to have a more positive experience, and will therefore return for future business down the road.

4. Improved risk management

Telematics data can provide valuable insights into vehicle performance, maintenance needs, and potential risks, allowing companies to take proactive steps to mitigate vehicle issues before they occur.

A data-driven, future-proof cx for your company

Exceptional CX was, once upon a time, a nice-to-have; but in this day and age, it's a bonafide must-deliver, and failure to equip your organisation will yield only downward trends in your key metrics.

In other words, it's essential to adopt tech-agnostic telematics solutions that can help you stay ahead of the competitive curve.

By leveraging data from various sources and unifying it in one central platform, companies gain deeper insights into customer needs, preferences, and usage patterns. This enables more customised and value-added services, and contributes to stronger relationships with customers.

By partnering with innovative tech solutions like **Matrix iQ**, leasing and fleet management companies can maximise revenue, improve operational efficiency, and enhance the overall customer experience.

To discover more about our revolutionary systems and engender real change in your operations, [get a free quote today](#), or contact our team on 0161 441 1001.

