

**TRANSFLO®**

## Hit Delete

App fatigue's wearing on drivers. Here's how fleets can take action.







The saturation of smartphone apps and other software marketed at and adopted by fleets is quickly erasing the efficiency and time-saving gains they sought to make in the first place. The inundation of apps and platforms leaves drivers and in-office fleet personnel burned out and longing for a simpler way. The good news is — there is one.



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# Introduction

Smartphone and tablet applications have become vital components of modern fleet management, driver communication, and compliance and safety programs. But over the past half-decade, drivers' devices have swelled with pages of apps—many of them serving just one seldom-used purpose or task. Instead of making drivers' jobs easier, as many of these well-intentioned apps seek to do, drivers instead feel overwhelmed and resistant to adopting any new applications or using the dozens of apps they're now required to have on their devices. Fleets can alleviate drivers' growing frustrations and boost driver retention efforts by finding the right solutions—those that seek to centralize, integrate, and prioritize the tasks most important to drivers and fleets.

## Keep reading to learn how to:

- + Recognize app fatigue in your fleet.
- + Simplify driver communication.
- + Alleviate driver frustration and boost driver retention.
- + Outsource app development.
- + Ensure smartphones and tablets produce productivity and efficiency.

# What is app fatigue? And why should fleets care?

*App fatigue* is a broad term used to describe smartphone and tablet users who feel overwhelmed by the number of apps marketed to them, the number of apps that buzz notifications throughout the day, and simply the number of apps downloaded to their various devices.

For fleets and drivers, those same themes apply. A decade ago, new apps were exciting, especially for fleets looking to make in-cab use of new smartphone and tablet tech. A half-decade ago, when the electronic logging mandate began to phase into effect, many trucking companies and drivers turned to smartphone and tablet apps for ELD compliance and fleet management solutions. In that same time period, a slew of other vendors old and new have offered up their own apps: Brokers and freight-matching firms, load boards, truck stops, truck OEs, load trackers, maintenance and service

providers, communications tools, payment platforms, driver recruiting services—just to name a few.

Also commonly in the mix are fleets' own apps, which they require drivers to download. It can be daunting for professional drivers and trucking companies of any size—an owner-operator, a small fleet, and even a large carrier—to navigate which apps are right for their operation and which to download. Often, apps are downloaded and then rarely used or used once and then never again.

In effect, applications that were meant to make drivers' lives easier, their tasks more streamlined, and their jobs less stressful have in fact done the opposite. They instead have created frustration and headaches and muddled their ability to efficiently complete non-driving tasks.

## 4 Signs of driver app fatigue

1. You hear frustration at driver meetings when discussing a new app to download.
2. You have to follow up with drivers multiple times about downloading a new app.
3. You overhear drivers gripe about their tablets in the drivers' lounge.
4. Tasks increasingly aren't being completed on time in the manner you're looking for.

**41%**

of smartphone users refuse to download any new apps\*

*According to a survey by Gartner.*

**5**

The number of apps professional workers report as appropriate for their jobs.

**14**

The average number of job-focused apps that drivers have on their smartphone or tablet.



Trucking companies not attuned to these frustrations could be wasting a valuable opportunity to show they're listening and working to address the issue before drivers leave for fleets that are.

## Managing drivers' experience while integrations mount

Drivers increasingly look for fleets that provide good technology that's integrated well. The so-called "Amazon effect"—that is, an expectation of a well-functioning, user-focused experience—is also true for drivers when they examine technology that's handed down by their carrier. That expectation will become more entrenched as more and more freight is dispatched digitally via intelligent automation processes.

In 2021, just one percent of freight will be dispatched without human intervention. In 2022, that's forecasted to jump to 10 percent. The next year, it's expected to dramatically jump again—to 30 percent. This means a compounding integration of platforms and apps by carriers and their broker and shipper customers.

It also means more platforms, often in the form of an app on a device, for drivers to learn, use, and adopt. Motor carriers must take the right steps to manage drivers' experiences through this transformation, especially with app fatigue already a pervasive issue.



Adopting new technologies is the easy part. Fleets do that regularly. Integrating new technologies in a productive way within your fleet operations and your drivers' routines is the difficult part. Drivers notice the disconnect, since they're on the front lines. But they're not in a position to fix the problem.

## Pairing down and centralizing

So, what apps *should* your fleet use? That's a question you need to answer internally. More than choosing apps—look at functions and tasks. What functions do your drivers need? What tasks make the most sense to perform on a tablet, phone or other device, what can you keep? What can you delete?

Lastly, can these tasks and functions be integrated and centralized into one app on a smartphone or tablet, thus removing the need for pages of applications? The Transflo Mobile+ app, for example, can take hundreds of fleet and driver tasks and meld them into one, straightforward application. One icon for a driver to push to access all of their most vital, most used, most helpful functions.

With Transflo, a range of events can take place from a single app, whether it's document scanning, trailer tracking and routing, accident reporting, driver referrals, or broker app integrations. This drastically relieves app fatigue, simplifies drivers' jobs, and makes them more likely to stay on board at your fleet.

Also, Transflo is the only provider in the marketplace that can integrate and unite data and processes from all stakeholders for any given load—shipper, broker, carrier and driver. So as the industry increasingly marches toward digitization of freight processes, fleets and drivers can leverage Transflo to see and manage every point of a load's journey, from initial acceptance all the way through to scanning the proof of delivery and receiving payment. Transflo makes that process even simpler with the electronic Bill of Lading (eBOL) and electronic Proof of Delivery (ePOD) features.

*Transflo Mobile+ is also available as a white-labeled option, customizable for a given fleet's specific needs—plus, their design and interface preferences.*

***“Transflo's Mobile platform is exactly the forward-looking solution that we needed. Not only have we improved our back-office process, we are also an employer of choice. Drivers know Transflo and want to work with a fleet that uses Transflo.”***

— Brady Myers, Director of IT at DM Bowman

## The benefits of outsourcing

Outsourcing app development, such as opting for a white-labeled Transflo Mobile+ version, not only works toward solving the issue of app fatigue but can also save your fleet hundreds of thousands of dollars on an annual basis.



**Outsourcing removes the hurdles** of having to create an application, build it and test it, deploy it in the app store,



and then **spend the time and internal resources** supporting the app,



**ensuring cybersecurity protocols**, and troubleshooting when something goes wrong.

An app with three features, for example, costs on average around **\$100,000 - \$800,000 + 20 percent annually** afterward to keep it active, maintain it, and support it. Often, outsourcing app development beats these costs (often by a wide margin) for most fleets, while also removing the headache and burden of building and maintaining an app.

Your own, white-labeled version of the Transflo Mobile+ app can provide all the tools your drivers need, such as document scanning and sending, driver messaging and chat, and more. This technology also fully supports integrations, navigation and routing tools, and other Transflo features in an app that's always up to date and secure, with little to no intervention from your fleet personnel.



## Case Study

# 'Night and day difference'

Greenbush Logistics, a 270-truck fleet based in Abbeville, Alabama, began integrating various drivers' tasks and platforms into the Transflo Mobile+ app earlier this year. The fleet uses a white-labeled version, which is branded and customized as their own app, with the underlying core functionality of the Transflo Mobile+ app.

By integrating functions into a single dashboard, Greenbush's team has seen "a night and day difference," says Trey Weir, head of safety and compliance, in terms of drivers completing required tasks on time, like regular safety lessons and quizzes, and in reducing driver frustration.

The fleet recognized driver weariness toward the mounting number of applications on their fleet-issued tablets. "At the end of their day, drivers were saying they couldn't even look at their tablets any more," he said. Greenbush originally equipped their devices with about a page and a half of apps, he said, several of which they're now working on

integrating into their white-labeled Transflo Mobile+ app, including:



**Chat functionality** to give drivers a direct line back to dispatchers and fleet managers, which also provides in-office personnel with read receipts on messages sent to drivers. Additionally, the company can now deploy fleet-wide video messages and issue updates about loads, routes, weather, and more.



Quick access to drivers' **ELD records**.



**Accident reporting** that allows drivers to report crashes roadside with photo documentation.



**On-demand compliance** lessons and testing tools so drivers can pick the time that's best for their schedule to complete required safety updates.

***"We've had very positive feedback," says Weir. "Even drivers that were still using flip phones, we taught them how to use the app and what to push, and they love it. It's ABC simple for them."***





## About Transflo

Transflo®, a Pegasus TransTech company, is a leading mobile, telematics, and business process automation provider to the transportation industry in the United States and Canada. Transflo's mobile and cloud-based technologies deliver real-time communications to fleets, brokers, shippers, and commercial vehicle drivers, and digitize 800 million shipping documents a year, representing approximately \$84 billion in freight bills. Organizations throughout the Transflo client and partner network use the solution suite and digital platforms to increase efficiency, improve cashflow, and reduce costs. Headquartered in Tampa, Florida, USA, Transflo is setting the pace for innovation in transportation software.

**For more information, visit [www.transflo.com](http://www.transflo.com).**

## Conclusion

Start taking steps now to address app fatigue among your drivers and back-office personnel. Transflo experts are available to help you integrate the standard or white-labelled version of the Transflo Mobile+ app into your fleet operations. With one powerful, easy-to-use solution, it's simple for your drivers and back-office staff to gain the time-saving benefits of telematics and fleet management technology. With Transflo, you'll lose the frustration and start gaining on your efficiency, safety, and profitability goals with an easy, all-in-one solution.

[Schedule a Demo](#)