



# The road to efficiency

Four trends shaping fleet management for small- to medium-sized businesses in 2025

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## Embracing technology for smarter, safer and more sustainable fleets

The technologies available to fleet operators today are more effective and efficient than ever. By equipping your fleet with best-in-class capabilities, you enable smarter, safer and more sustainable practices for your business – optimizing performance while mitigating risks and the costs associated with those risks.



### A smarter way

Tomorrow's market leaders will combine electronic logging devices (ELDs) and telematics with artificial intelligence (AI) to enhance operational efficiencies and empower employees.



### A safer tomorrow

AI-augmented dash cams can help identify distracted or aggressive driving behaviours and turn them into coaching opportunities.



### A sustainable future

Intelligent solutions cut waste with improved journey planning, reduced idling and preventive maintenance.

Through implementing a telematics solution, businesses can see **cost savings of 15 to 20 per cent**.<sup>1</sup> That's welcome news for fleet operators since the past year has been a bumpy ride for many.<sup>2</sup>

For **79 per cent of respondents** in one survey, **increasing costs were the past year's top challenge**, with **53 per cent identifying driver shortages as the primary concern**.<sup>3</sup> Meanwhile, the adoption of video monitoring technologies has left some employees feeling reticent about the increased oversight of their driving behaviours and vehicles.<sup>4</sup>

The regulatory environment has also shifted in some important ways over the last few years – a period of time that has coincided with the remarkable improvement of numerous artificial intelligence (AI) applications.<sup>5</sup>

Which leaves us wondering, what are the implications of these changes and what will fleet management operators and their teams need to be aware of in 2025? We've enlisted four fleet management specialists from TELUS Business and industry partners Fleet Complete, Geotab and Raven to discuss trends that may shape decisions and impact small and medium-sized businesses in the sector.

## The use of AI-powered dash cameras will become the gold standard for safety programs

Fleet managers and operators are aware that employees have mixed feelings about having video telematics in their vehicles. Some drivers fear that this technology is designed to surveil them. However, fleet operators care about respecting privacy as much as drivers do; these tools are meant to improve safety and performance, not micromanage employees, and their benefits far outweigh their risks for everyone involved.

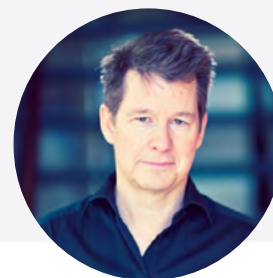


“AI-powered video telematics systems are rapidly becoming indispensable in modern fleet management, and for good reason. They offer a sophisticated lens through which fleet operators can see not just where their vehicles are, but how they're being driven.

At Raven Connected, we're at the cutting edge of this innovation, delivering secure solutions that respect driver privacy while significantly enhancing safety outcomes. The intelligent analysis provided by our systems means that drivers and fleet managers are alerted to genuine risks in near real-time, allowing for swift, informed action. This technology bridges the gap between the road and the office, aligning everyone's goals towards a safer, more efficient and more transparent operation.”

**Dan Carruthers**  
Chief Executive Officer

**raven**



### Key terms

**Telematics** broadly refers to the integration of telecommunications technology into vehicles to send and receive information on location, activity, performance and driver behaviour. They may collect data from numerous sensors, including accelerometers, engine interfaces and GPS.

**AI-powered video telematics** takes these capabilities to the next level. Typically, these are implemented with sophisticated dash cam solutions:

**Outward-facing dash cams** record the road so that any incidents are captured on camera and drivers can be protected and exonerated in the event of false claims.

**Inward-facing dash cams** record the cab so that driving behaviour and conduct is documented, and any hazardous, impaired or distracted driving can be identified.

Contrary to the notion that fleet managers are more hands-on and invasive when they deploy video telematics, this technology actually allows them to be more hands-off. AI collects and analyzes vehicle data and only flags incidents for review when they're detected. This means drivers have autonomy – and importantly, they have proof of their responsible driving if an incident does occur.

Therefore, the installation of inward- and outward-facing dash cams brings benefits to both drivers and businesses. For drivers specifically, it reduces the risk of safety incidents – as well as fines, insurance premium increases and disciplinary action – because they can't be wrongly blamed if an incident occurs and helps to improve driver behaviour. The same survey found that 77 per cent of respondents believe video technology protected them from false claims.<sup>7</sup> And another report noted that telematics data has become so important to commercial automotive insurers that some are willing to lower premiums and deductibles by 25 per cent or more.<sup>8</sup>

**Video telematics also led to lower accident costs for 48 per cent** of survey respondents, and **reduced insurance costs for 44 per cent.**<sup>9</sup> Another study found that the inclusion of dash cams in commercial vehicles had reduced incidents by 60 per cent, and reduced the costs resulting from collisions by 86 per cent.<sup>10</sup>

Above all, video telematics is a good tool for career growth and professional development. This technology takes disparate data points and dots on a map and turns them into actionable insights that fleet managers can use to inform personalized coaching programs.

If drivers are at risk of non-compliance due to unsafe driving habits, telematics data can capture these behaviours so they can be turned into teachable moments. Some drivers may develop hazardous or aggressive tendencies, such as excessive speed or harsh braking, without even realizing it.

In 2025, the top fleet management teams will have video telematics firmly embedded in their operations. No longer will market leaders settle for off-the-shelf solutions that provide vast volumes of data without adequate context; their AI-enabled dash cams will be fully integrated with a holistic telematics solution to deliver valuable insights in near real-time.



**70%**

of fleet management professionals who have **in-cab video solutions** say that it's **very or extremely beneficial.**<sup>6</sup>



**77%**

of respondents believe video technology **protected them from false claims.**<sup>7</sup>

## Video telematics led to:

**44%**

of respondents reported reduced insurance costs<sup>9</sup>

**48%**

of respondents reported lower accident costs<sup>9</sup>

**60%**

decrease in incidents<sup>10</sup>

**86%**

reduction in collision related costs<sup>10</sup>



## Leveraging data will provide long- and short-term ROI through cost savings and environmental efficiencies

For fleet management teams, business sustainability and environmental sustainability complement each other. AI-driven telematics can help identify issues and optimization opportunities – for example, you can see if your drivers are speeding, which increases fuel usage. Identifying and correcting these behaviours across the entire fleet can create efficiencies that are highly scalable and quickly multiply in value.

Consider the costs of idling. Not only does it produce carbon emissions that exacerbate climate change, but it damages vehicles and squanders fuel. Fuel can account for upwards of 39 per cent of the average fleet's budget,<sup>11</sup> so leveraging telematics can help to reduce idling, improve operational efficiency, lower costs and lessen environmental impact.

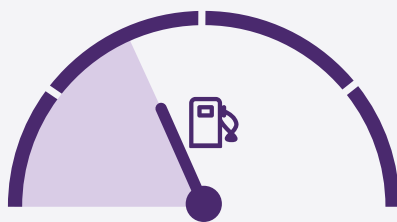
However, there are numerous use cases beyond reducing idling and speeding. Research shows that optimizing drivers' routes can also **improve operational efficiency by 20 to 30 per cent**,<sup>12</sup> which is yet another way telematics solutions can help support business and ecological sustainability.

The billions of data points analyzed by an AI-enabled telematics platform take into account everything from historic traffic patterns to real-time road and weather conditions to identify the most direct possible paths to the driver's destination. This aggregated data also discovers potential vehicle issues long before they cause any actual problems, allowing for predictive and preventive maintenance.<sup>13</sup>

Perhaps the greatest cost savings of all would be to abandon fuel consumption altogether in favour of an electric fleet. After all, the transportation sector is the second-most carbon-emitting sector in the country.<sup>14</sup>

While the logistics of adopting a fully electric fleet remain complex, forward-thinking companies can start preparing for this transition. They may start by assessing whether current electric vehicle (EV) models can meet their operational needs and if the existing infrastructure is sufficient – for example, if there are charging stations on key routes, as well as reliable and affordable battery solutions.

A fleet management solutions provider, like TELUS Business, can support and even incentivize EV adoption. Simply put, they understand the unique metrics to monitor for optimizing performance, range and return on investment, while offering tools that work across your new and existing vehicles.



For the average fleet, fuel can account for upwards of **39% of the budget**<sup>11</sup>



“Connected fleet data offers valuable insights that empower managers to reduce capital expenditures (CapEx) and operating expenses (OpEx). By analyzing driving behaviour, vehicle utilization, routing and maintenance needs, businesses can lower costs, improve efficiency and minimize disruptions.

For example, an AI-powered video telematics program promotes safer driving habits, enhancing fleet safety scores, but it also leads to savings. Coupled with telematics data, this can reduce fuel consumption, minimize tire and brake wear, lower insurance costs, and prevent unscheduled downtime. Monitoring factors like harsh braking, speeding, and preventable accidents thereby brings additional financial benefits.

Utilization data also helps identify cost-saving opportunities. Route and trip-time analysis aids in informed electric vehicle (EV) CapEx investments and fuel spend. Monitoring power take-off (PTO) and vehicle health data facilitates proactive maintenance, maximizing fleet performance.

To handle the vast amount of fleet data effectively, managers need a user-friendly, unified platform that simplifies strategic decision-making, driving both profitability and operational efficiency.”

**Frank Friesacher**  
Chief Product Officer



## Driver recognition and reward programs will take a front seat to aid recruitment and retention

Workforce attrition is a reality in Canadian fleet management. The average age of commercial vehicle drivers is 49, and 32 per cent are 55 or older.<sup>15</sup> **Over the next decade, high levels of retirement will place increased pressure on employers.** Therefore, recruiting and retaining talent will remain a top concern for fleet operators in 2025 and beyond.

However amid the challenges, technological innovation in the fleet management industry brings compelling benefits and opportunities. One report notes that 27 per cent of commercial drivers objected to in-cab dash cams because they didn't want to be under scrutiny – but when the study surveyed drivers who used video telematics, only 12 per cent expressed reservations.<sup>16</sup>

Furthermore, more than half of the respondents of another survey noted that they viewed their driving behaviour as safer and more careful following the adoption of in-cab cameras.<sup>17</sup>

It's important for business leaders and fleet operators to help their employees understand that these technologies exist to make their jobs easier, reducing risk and protecting their rights both in terms of hours of service and in the event of litigation.

In 2025, the most innovative businesses will find ways to make technology a positive and engaging experience for employees. For instance, employers can offer bonuses and rewards to drivers who participate in safety programs operated through the telematics platform. This “gamification” incentivizes technology use, while building a stronger company culture. In turn, this can provide a much-needed boost to recruitment initiatives.

Optimizing efficiencies through technology, and actively helping drivers embrace new solutions, can help alleviate some of the workforce and personnel challenges that fleet management teams are facing.

80%



of drivers indicated some level of comfort with in-cab cameras.<sup>18</sup>

### Key term

**Gamification** is a strategy that uses the experience of playing games to enhance systems, processes or organizations. Engagement is fostered through elements common to the gaming world, such as friendly competition, point scoring, bonuses and more.

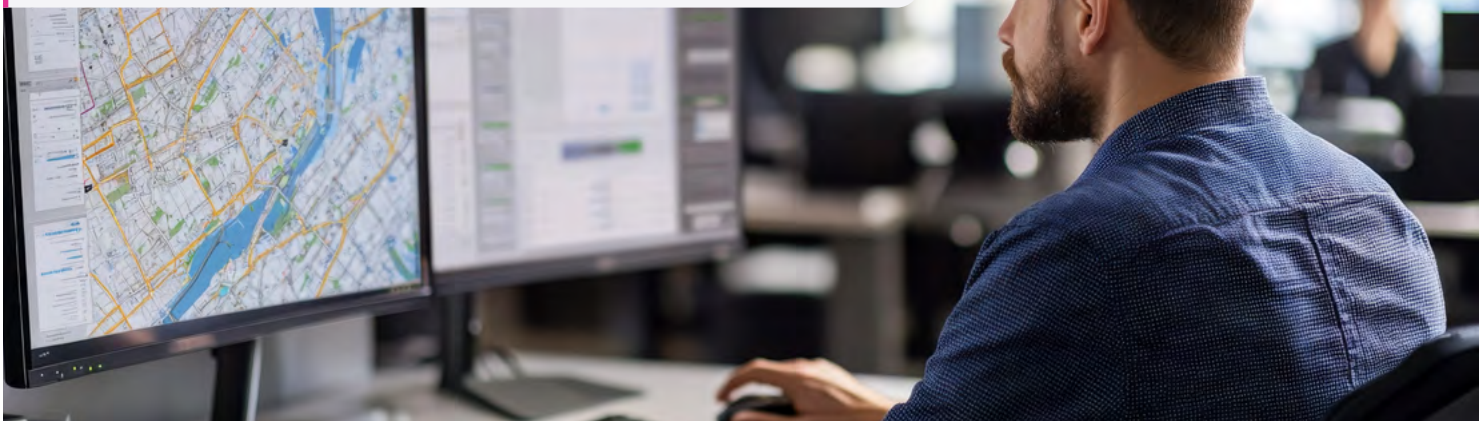


Image for illustrative purposes only





“Vehicle and video telematics offer solutions that enhance efficiency and safety, support sustainability goals and achieve cost savings.

By combining ELD and telematics with AI, fleets can optimize their operations and empower drivers. AI-enhanced dashcams increase safety by identifying risky driving behaviours and turning them into coaching opportunities. Research shows that drivers tend to change their views on telematics and dash cams after initial use, when they get a better understanding of the value these technologies can bring to help protect them. They start to view technology as an ally, not something to scrutinize their ability to do their job.

To address challenges like an aging workforce, fleet managers can implement driver recognition and reward programs. Fleets that use telematics data to drive bonuses and reward programs for drivers can not only incentivize adoption of new technology, but strengthen company culture and aid recruitment and retention initiatives.”

**Anthony Middleton**  
 Director, Products and Services  
 Connected Fleet and Assets

 **TELUS** Business



## Emerging user-friendly integrations, such as Generative AI, will ease adoption and streamline day-to-day operations

Generative AI (Gen AI) has been widely adopted across many industries since it went mainstream in 2023,<sup>19</sup> but its applications and implications for fleet management organizations are only now emerging. Interest in AI has been rising among fleet operators, growing 39 per cent from mid-2022 to mid-2023.<sup>20</sup> With Gen AI, teams are gaining the ability to query their vast troves of data using plain language and receiving instant insights.<sup>21</sup>

### Key term

**Gen AI** is a specific category of artificial intelligence, differentiated by the fact that its main function is to produce new content in the form of text, images, video or other media. Like other forms of AI – such as machine learning and deep learning – the output from Gen AI comes from its capacity to identify patterns in large training models and data sets.

Gen AI is also what enables AI-supported fleet management systems to synthesize countless metrics into clear, coherent reporting. Business leaders no longer have to navigate thousands of complicated data points when they're increasingly able to 'talk' to their tools in normal terms, and in real time.

With more data, AI becomes more capable and flexible. Systems that leverage machine vision and machine learning, such as modern video telematics, continuously improve as they ingest more information. Already, solutions are being developed that contextually understand when to send audio or visual alerts to drivers to help prevent incidents.

There's already less need for fleet managers to use video footage in assessing dangerous, aggressive or distracted driver behaviour. This is because AI can identify risky driver behaviour and share insights with employers and employees.<sup>22</sup>

With Gen AI, there's incredible potential to reduce insurance premiums for fleet management operators, as well as lower the cost of fuel consumption. But beyond that, safer driving practices also help bolster an organization's brand and reputation among the public and prospective clients.



“At Geotab, we recognize the transformative potential of Generative AI (Gen AI) to simplify fleet management. We're already leveraging AI to analyze driver behaviour, optimize routes and predict maintenance needs.”

Emerging Gen AI integrations will enable fleet managers to access these insights more conversationally, making data-driven decisions even easier. Imagine asking your fleet management system, 'Which drivers have the highest risk of accidents?' and receiving a clear, actionable report.

This is the future Geotab is working toward – a future where AI-powered tools streamline operations, enhance safety and productivity and ultimately benefit both our customers and the broader community.”

**Mike Branch**  
Vice President, Data and Analytics

**GEOTAB**



## Empower your fleet with best-in-class solutions and prepare for a future that's fast-approaching

As a global leader in telecommunications and technology solutions, we empower businesses to thrive in a digital world while bringing the best of TELUS' connectivity services to our global partners.

Whether you're a small business looking to add vehicle diagnostics, live video streaming and in-vehicle Wi-Fi to stay connected anywhere – or you're a large commercial fleet in need of real-time monitoring, advanced reporting and electronic logging device (ELD) capabilities – TELUS Business has a solution that's ideal for your needs.

From basic vehicle tracking and video telematics to advanced fleet management solutions, TELUS Business' technology and world-leading network can help your business to navigate towards a smarter, safer and more sustainable future.

### Keep your business moving with TELUS Fleet Management solutions



Foster a safer work culture and stay connected to your drivers on-the-go



Maximize your resources through route, idling and cost optimization



Safeguard your employees and business with real-time and historic dash cam footage



Reduce costly breakdowns and environmental impact using intelligent data insights and automated reporting

Contact a TELUS Business specialist to discuss your fleet's specific operations, needs and goals



**Handbook**

Smart vehicle management for small businesses: Combining GPS and video for cost-savings and efficiencies

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**Customer story**

Kite Mobility reimagines sustainable, urban transportation

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**Blog**

Exploring the differences: ELD, video telematics and asset tracking

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Improving risk management and reducing insurance costs with asset tracking

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