

2024

2024 INSIGHTS

As 2023 comes to a close, we can appreciate the challenges and obstacles the commercial trucking industry has overcome in the last 12 months. Fleets continued to act as the steady backbone of our economy, weathering a shipping crisis, increased fuel prices, parts shortages, tightened budgets, and more.

Looking ahead to 2024, the industry will undoubtedly build on these experiences to prepare a stronger, more agile response for anything the new year might bring. Based on our experience in the industry and our work with a wide range of fleets, we've compiled our top trends to watch for the upcoming year, along with recommended actions for each. With this increased awareness and insight, we look forward to supporting you as you keep your fleet running strong in 2024.



#1 TREND

FLEETS WILL FOCUS ON DRIVER EXPERIENCE FOR RETENTION AND RECRUITMENT

Commercial fleets have ridden the waves of the last decade's salary bidding wars, but the predicted driver shortage of the years to come continues to be a concern. Losing your top talent impacts efficiency, the bottom line, and company culture. Fleets are doubling down on their efforts to attract and retain the best and brightest drivers by focusing on improving their drivers' days. This means making tasks more streamlined, reducing busywork, improving safety features, and keeping drivers more informed throughout the day.

The driver experience is not just something to be set and forgotten in 2024; instead, it should be something fleets consistently monitor and optimize. Reducing burnout and improving efficiencies provides a better work environment and directly impacts recruitment and retention. Fleets should ensure they communicate regularly with their drivers, understand their current pain points, and find solutions to alleviate these challenges through technology and process improvements.

TAKE ACTION

Create customized workflows

Fleet management software is one of the easiest ways to improve driver experience through optimized workflows. Consider the different workflows needed throughout your fleet when evaluating technology to make drivers' jobs easier. Understanding that one size does not fit all in transportation helps you optimize workflows for each subset of your drivers. Look for technology that allows you to customize and future-proof your solutions to fit the ever-changing needs of your fleet.

Invest in application integrations

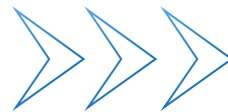
Incorporating add-on applications can improve the efficiency of your fleet, but only if they play well together. Just like the ingredients of a cake, they are not too tasty by themselves. But when combined correctly, they create a great final product. Ensure your technology follows a good recipe by ensuring integrations from pre-vetted and approved apps for your system.

#2 TREND

EQUIPMENT MANUFACTURERS WILL CONTINUE TO SEEK OUT PARTNERS IN THE SOFTWARE SPACE

Manufacturers are excellent at what they do: creating a well-functioning machine. They are, however, also constantly on the lookout for innovative ways to grow, taking their final products to new heights and in new directions. Just like seeking out a highly-rated contractor when repairing your roof, smart manufacturers are always seeking software experts with whom to partner to deliver the best user experience for their customers. Look for an increase in these industry partnerships in the coming years.

TAKE ACTION



Consider the “single pane of glass” approach

Modern fleet management solutions help simplify and deepen fleet insights by reducing “portal hopping” and utilizing a single-user interface. Users deserve a single pane of glass to view their assets, from trucks to trailers, engines to tires, and more. By simplifying this view, fleets gain even more visibility of the inner workings of all their assets throughout the fleet.

Seek out smart partnerships

Participating in a partner ecosystem is a beneficial relationship for all involved. Fleet management software providers use it to offer customers additional add-on features, while fleets can customize their solutions as much as they desire. Developers creating the apps can cut through red tape and quickly get their technology to the user who wants and needs it most. These partnerships drive the industry's future and allow more innovative, safer operations.



#3 TREND

EVOLVING COMPLIANCE REGULATIONS WILL IMPACT FLEETS

The government continues to update and change regulations affecting US fleets. It's not enough to comply with regulations once announced; fleets need to anticipate the new regulations proactively before they become law. New regulations could require hardware installation – such as governors to cap truck speed – or an update to your software to abide by new Hours of Service laws, like the California Meal Break & Rest Break Law. Expect more regulation changes to roll out throughout 2024 and beyond.

TAKE ACTION

Stay in-the-know

The best way to ensure you are ready for new regulations is to educate yourself on what they entail and when they go into effect. Subscribe to publications that outline the upcoming changes and how you can abide by these regulations. Talk to your peers, attend trade shows, and keep your finger on the pulse of the ever-changing compliance rules.

Ensure your software partners are planning ahead

Regarding software regulations, ensure you talk to your providers quarterly about how they plan to address the newest compliance changes. These changes can take time to develop, test, and deploy; don't be caught flat-footed.

#4 TREND

FLEETS WILL UTILIZE BUSINESS-BOOSTING APPS

Fleets should always be looking for ways to improve efficiency across their operations. One way this can be done is to incorporate solutions specializing in fuel management, tire pressure monitoring, cameras, and more. Research the applications or hardware you would like to pilot and set up a testing group within your fleet to vet new solutions. Knowing what is available and how it can help your fleet is essential to maximizing your operations.

TAKE ACTION

Look for a robust partner marketplace

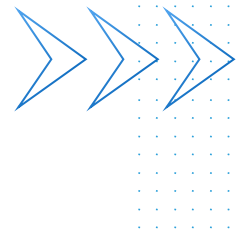
Browse your current software provider's partner marketplace to see what is available within areas critical to your fleet, such as fuel management. Compare the best-of-breed applications to find what is right for you.



Ensure everyone plays well together

Deploying an application that drives efficiency is great, but if you can find one that plugs directly into your current workflows, talks to your other applications, and is easy to use, that should be your home run. Smart software providers vet and approve these add-on apps before adding them to their marketplace so you can be sure the integration will be smooth.

#5 TREND



ARTIFICIAL INTELLIGENCE (AI) WILL BECOME A USEFUL TOOL FOR IMPROVED MAINTENANCE

While most industry experts agree that self-driving autonomous rigs are still decades away, smaller AI-powered technologies are emerging to improve fraud detection, route optimization, fleet health, and more. Artificial intelligence technology can be particularly helpful in extending fleet longevity by automating maintenance/upgrade schedules and identifying potential problems before they become costly breakdowns or dangerous accidents. This is especially important in the current environment where parts are hard to obtain, new trucks are backlogged, and EV regulations are being rolled out industry-wide.

TAKE ACTION

Implement AI-powered health-checks

AI software tools designed for commercial trucking can collect and process large amounts of vehicle data from an entire fleet while also adding new “virtual sensors” based on your fleet’s specific vehicle factors and thresholds. For example, these tools can generate unique data points such as vehicle stress, effective mileage, and overall vehicle health, delivering a more accurate picture of your entire fleet’s health. Check with your provider to see what AI apps are available for added insight and optimization.

Improve the handshake between your trucks and your shop

Some AI apps can take your vehicle-specific data and automatically create a maintenance plan for your entire fleet, incorporating recommended service schedules and real-world data points from your trucks on the road. Using this automation, you can build a service schedule with as little overlap as possible, reducing downtime for drivers and trucks and preventing overload on your maintenance team. Additionally, you can leverage integrated fleet management software to improve communication between your drivers and shop further, utilizing tools like remote three-signature signoff and photo inspections to streamline processes and reduce downtime.

Prevent issues before they occur

Preventative maintenance entails taking real-time data and estimating the amount of time before an issue will likely occur, then addressing the repair or replacement before it results in a more costly breakdown or dangerous malfunction. This can actually drive down the cost of overall fleet maintenance since you can proactively time the repair work to keep more trucks on the road, ensure replacement parts are on hand, and help avoid any collateral vehicle damage that might have occurred with the breakdown.



MEET PLATFORM SCIENCE

Platform Science delivers a modern enterprise fleet management and telematics platform with easy-to-use applications and round-the-clock customer service to ensure your drivers get the desired experience. From embedded OEM hardware options and dedicated support teams to integrated partner applications and a seamless driver interface, we have what you need to fuel your fleet's success.

Step into the future of trucking with Platform Science by clicking [here](#) or calling 844-475-8724.