



EROAD



SEEING BEYOND THE SURFACE

**Building Better Construction
Fleet Visibility**

Introduction

Your fleet represents a significant capital investment, with each heavy vehicle typically topping out at around \$500,000. But the real cost goes far beyond the purchase price. When a vehicle is unexpectedly out of service, the ripple effects across your schedule, labor, and budget can be substantial.

In the U.S. alone, fleets spend over \$24 billion annually on vehicle repairs. Factor in unplanned downtime, rescheduling, idle labor, and unhappy customers—suddenly, a lack of visibility isn't just inconvenient. It's expensive.

Having greater visibility into your fleet's health helps prevent disruptions before they start, allowing you to completely avoid them instead of reacting to them. With the right insights, you can optimize resources, make smarter decisions, and keep projects moving without unnecessary delays.

In this eBook, you'll find out more about the technologies that are elevating visibility across construction operations. Here's what you'll get:



Strategic guidance for aligning visibility investments with real business outcomes



Practical insights on implementing core tools like e-ticketing, automatic job statusing, and more



A step-by-step roadmap to help you plan, roll out, and scale your fleet visibility program effectively



Understanding the visibility crisis

So, what does true operational visibility actually mean for a construction business?

It's having the ability to know, at any moment, where every vehicle and piece of equipment is, what condition they're in, how safely your drivers are operating, and which jobs are progressing on (or off) schedule. With modern fleet management solutions, this information isn't buried in spreadsheets or stuck in endless phone calls—it's available instantly, when and where you need it.

The results speak for themselves: fleets using advanced telematics cut HOS violations by 50% and save up to 20% on materials by avoiding costly do-overs.

When operational visibility becomes your standard operating procedure, you spend less time reacting to problems and more time delivering projects on time, on budget, and with fewer headaches.



A quick assessment of your operational visibility

Before diving in, take a minute to assess your current visibility capabilities:

IS YOUR FLEET DATA READILY AVAILABLE?	YES	NO
Do you have real-time location data for every vehicle in your fleet?	<input type="radio"/>	<input type="radio"/>
Are you able to instantly pinpoint which job sites are running late?	<input type="radio"/>	<input type="radio"/>
Did you track how many hours your drivers spent idling on the clock yesterday?	<input type="radio"/>	<input type="radio"/>
Are you aware of which vehicles are due for inspection this week?	<input type="radio"/>	<input type="radio"/>
Can you report on the total fuel spent per vehicle in the last 24 hours?	<input type="radio"/>	<input type="radio"/>

If you answered 'no' to even one of the questions above, it's time to upgrade your construction fleet visibility technology.



Laying the foundation for enhanced visibility

Operational visibility starts with having the right data and the tools to capture it quickly, accurately, and effortlessly. Several key technologies are transforming how construction operations are managed from start to finish:

E-ticketing:

Digitizing job documentation

Automatic job statusing:

Real-time progress update

Artificial intelligence:

Leveraging predictive insights for smarter decision-making

Advanced IoT:

Providing real-time tracking and control over fleet performance

These technologies work together to eliminate manual bottlenecks, accelerate workflows, and give fleet managers the critical visibility they need to make faster, more informed decisions across the entire operation.

1 E-ticketing

Paper-based ticketing systems have been a roadblock for decades. Tickets get lost, updates are delayed, and when changes happen mid-job, things can get derailed very quickly. [E-ticketing](#) streamlines processes by digitizing the entire documentation process.

How it works

For drivers, tickets are kept directly in their in-cab devices, complete with job details, materials, destination, and timestamps. They can mark each stage of the job (e.g. en route, arrived, delivered) with a simple tap—no phone calls needed.

Why it matters

Paper tickets can't adapt with real-world jobsite changes. Any changes could start a chain of phone calls, delays, and mistakes that are frustrating and costly. E-ticketing delivers real-time updates to the right people, keeping jobs on track and teams in sync.

2 Automatic job statusing

Despite having GPS and mobile communication, many construction companies still have critical blind spots. Was the delivery on time? Is the truck still waiting at the job site? Did the crew actually pour the load? [Automatic job statusing](#) answers all those questions without drivers needing to say a single word.

How it works

Sensors and location data automatically detect key job events, like when a vehicle leaves the yard, arrives at a job site, begins unloading, or completes delivery. These updates are pushed in real time to a central dashboard. For fleet managers, it means instant visibility into job progress, delays, and completion without having to chase down updates.

Why it matters

With automatic job statusing, visibility goes from "checking in once in a while" to a continuous, reliable flow of insights so you can make faster decisions to keep projects moving.

3 Artificial intelligence

Even with video recording and telematics, many fleets still struggle to understand the 'why' behind risky driving behavior. [AI-powered dashcams](#) close that gap by analyzing road conditions and how the driver responds to them.

How it works

AI dashcams use machine learning to monitor factors like speed, following distance, distraction, and harsh braking. Drivers get real-time alerts to correct issues immediately, while fleet managers receive flagged events with video context to coach more effectively and reduce future risk.

Why it matters

With AI, visibility shifts from passive video capture to proactive safety measures. Instead of reviewing hours of dashcam footage, you'll have intelligent alerts and summaries that spotlight critical incidents.

4 Advanced IoT

How in tune are you with your fleet health? Can you be 100% sure that none of your trucks will break down mid-pour? What starts off as a blip on the dashboard can quickly snowball into bigger problems that throw your project off schedule. [Advanced IoT devices](#) connected to your vehicles and equipment keeps a pulse on your fleet.

How it works

Sensors track key metrics like engine temperature, tire pressure, fluid levels, and more. This data is sent continuously to a cloud platform where fleet managers can monitor it in real time. Drivers may see alerts or warnings in-cab when an issue is detected, while fleet admins receive diagnostic reports and maintenance reminders. This allows teams to take action before a minor issue becomes a major repair.

Why it matters

You can't manage what you can't see. An advanced IoT allows you to spot issues before they lead to breakdowns while extending the life of your vehicles.

Each of the technologies mentioned above delivers powerful benefits on its own, but when they're connected through a broader technology ecosystem, their value multiplies. This is where system integrations come in.

System integrations: building a connected ecosystem

System integration transforms scattered data into one connected source of truth, giving teams real-time visibility across fleet movement, job progress, and asset condition. With IoT sensors, GPS trackers, and cloud platforms working in sync, you gain faster decision-making, fewer disruptions, and better coordination from dispatch to delivery.

What can you expect from a connected ecosystem?

1



Single source of truth

Everyone (drivers, site managers, executives) works off the same real-time information. That means fewer miscommunications and clearer decision-making across the board.

2



Smarter analytics

When systems talk to each other, you unlock richer insights. Instead of analyzing fuel data, maintenance logs, and job progress separately, you see the full story. This makes spotting optimization opportunities easier.

3



Stronger accountability

Full visibility across systems means it's clear where bottlenecks happen, who's responsible, and where processes can improve.

Having the right technologies and integrations in place is only the beginning. The real transformation happens when those tools are put into action. Let's walk through how to roll out these solutions successfully.

Turning strategy into action: your tech-powered fleet visibility roadmap

Putting visibility into practice doesn't happen overnight. However, with a focused approach, it becomes much more manageable. Here's a simple framework to help you move from idea to impact, while avoiding the common missteps that trip up even the best teams.

1 Start with a ground-level audit

Before investing in new tools, take a hard look at your current operations. Step back and assess where visibility is breaking down:

- Are crews waiting on equipment?
- Are deliveries arriving late with no warning?
- Are safety incidents increasing without clear cause?

Use this audit checklist during the discovery phase to avoid overlooking critical blind spots.

- ✓ Map current manual processes and documentation flows
- ✓ Identify your three most persistent operational headaches
- ✓ Record average response times to schedule changes and disruptions
- ✓ Document how long it takes to compile data for critical decisions
- ✓ Interview drivers and site managers about their biggest information gaps



2

Tie visibility to business goals

It's easy to get excited about new capabilities, but remember:

- **Prioritize your pain points** based on financial impact
- **Set clear, measurable targets** for improvement
- **Create your visibility scorecard** with metrics that matter to your operation

Here's how you can visualize your tech implementation against business impact.

BUSINESS OBJECTIVE	CURRENT PROBLEM	VISIBILITY SOLUTION	SUCCESS METRICS	TARGET IMPROVEMENT
Reduce project delays	Late deliveries	GPS + auto job statusing	On-time delivery rate	28% → 85%
Optimize asset utilization	Idle time at job sites	E-ticketing	Billable hours per day	5.5 → 7.2
Improve safety	Risky driving incidents	AI driver coaching	Incident happenings	6 → 2 monthly

When your goals are clear, you can prioritize the tools that support them and rally your team around shared outcomes

3

Start small and build momentum

You don't have to overhaul your operation in one massive push. Focus on quick wins first:



Add GPS tracking
to your most
active vehicles



Launch
e-ticketing on
high-volume routes



Use geofencing
to trigger automatic
job updates

Each win builds confidence and creates a foundation for scaling more advanced systems.

4

Empower your people

Technology changes are really culture changes. As such, it's key to involve frontline users from day one. Train based on real workflows, not just product features, and empower internal champions to lead by example.

Role-based adoption strategy

ROLE	KEY CONCERNS	HOW TRAINING HELPS	TRAINING FOCUS	SUCCESS METRICS
Drivers	"More work for me?"	Shows how the platform reduces daily admin work	Platform adoption to streamline day-to-day workflow	Platform usage, ticket accuracy
Dispatchers	"Do I need to re-learn my systems?"	Demonstrates how automation simplifies existing processes	Automated scheduling, exception handling	Response time, schedule adherence
Site managers	"Can I keep up with all this new data?"	Accelerates familiarity with new management platform	Real-time dashboard navigation	Quicker, stronger decision-making

Remember, it's poor adoption, not poor tech, that leads to initiatives getting abandoned.

5

Monitor, adapt, and expand

Once your systems are in place, use the data to make smarter decisions. Optimize project timelines, shift from reactive to preventive maintenance for equipment, and use real-time insights to coach teams on jobsite safety. As visibility becomes part of your day-to-day operations, you move from putting out fires to driving continuous improvement.



Caution: common implementation pitfalls

Every successful rollout avoids the same traps:

- **Skipping discovery:** Don't assume you know the problem—validate it.
- **Falling for features:** Focus on outcomes, not shiny tech.
- **Underestimating adoption:** People need training and clarity, not just software.
- **Going too fast:** Start with pilots. Scale when you've proven value.
- **Ignoring integration:** Isolated tools create more work, not less.
- **Neglecting data quality:** Clean, reliable data is what makes visibility actionable.

Conclusion

By embracing integrated visibility technologies, you improve not only how you see your construction fleet, but also how you act. You move faster, make smarter decisions, and deliver better results across every project.

EROAD brings that visibility to construction fleets so they can stay ahead.

With our connected platform built specifically for construction fleets, EROAD gives you real-time access to critical job data so you can keep projects on schedule.

The cost of operating without this visibility is substantial and immediate. Each day, your fleet incurs hundreds of dollars per vehicle in preventable expenses, experiences hours of avoidable downtime, and consumes valuable resources reacting to problems instead of preventing them. These aren't just mere expenses—they're opportunities for competitive advantage that vanish daily.

Ready to take the next step in modernizing your construction fleet?

From managing idle time to boosting site safety, EROAD keeps your fleets running smarter. Speak to our team to find solutions that meet your needs.

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