

FleetOwner

J. J. Keller offers preview of new FleetMentor™ Solution

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Long-time industry publisher and service supplier [J. J. Keller](#) gave ATA conference attendees a preview of its brand new online fleet management solution this week in Orlando, FL. Scheduled to begin live and large-scale beta testing in early January 2008, the new solution, called [FleetMentor](#), is designed to be exactly that--- an expert business advisor plus a handy kit of management tools all available in an interactive, searchable on-line format.

FleetMentor includes 60 interactive features divided into three basic categories: Operations, Personnel, and Safety. "Operations" includes information to help fleets with business planning, such as identifying fixed and variable costs to determine optimal bill rates; strategies for improving the bottom line; and help with managing insurance coverage and tracking accident claims. The "Personnel" category is designed to cover everything from creating competitive salary and pay packages to improving driver retention and managing random drug and alcohol testing. "Safety" offers help with OSHA and DOT recordkeeping requirements, compliance audits, haz-mat management and more.

In addition to these three main business categories, three additional features (a Dashboard, Reference section and Learning Center) are designed to provide more information, training and tools on a wide range of industry-related subjects, including U.S. and Canadian regulations and best practices.

According to the company, FleetMentor is especially designed for smaller to mid-sized fleets with about 50 to 200 vehicles and will be offered on an annual subscription basis. Pricing and the release date have not yet been established, but interested fleets are invited to register for a free, no-obligation trial of FleetMentor.

--Wendy Leavitt