



J. J. Keller launches FleetMentor™

In January 2008, J. J. Keller & Associates, Inc. launched the beta test for its new, all-encompassing online fleet management solution, FleetMentor™. Participants in the beta test have free and unlimited access to the online service through June 2008 and will be asked to provide occasional feedback to assist in the further development of the service.

According to **James J. Keller**, President and COO of the company, "FleetMentor will help transportation professionals stay in control, get more done and be successful. Fleet managers will now have the tools and techniques to make overwhelming tasks simple, allowing them to accomplish more on a daily basis.

FleetMentor provides users with over 60 interactive tools so they can more effectively manage three areas of fleet management: operations, personnel and safety. FleetMentor claims to be the only service available that provides the tools and resources to manage all three areas of a trucking operation.

Tools in the Operations area, aimed at helping fleet managers take charge of their operations, include identifying fixed

and variable costs to determine optimal bill rates; various strategies for improving the bottom line; managing insurance costs; 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 DOT-required drug and alcohol testing.

In the Safety portion of the online service, there is help for fleet managers with issues such as OSHA and DOT record-keeping requirements, compliance audits, hazardous materials management and more.

In addition to the three main categories, there are a Dashboard, Reference section and Learning Centre designed to provide more information, training and tools on a wide range of industry-related subjects including Canadian and US regulations and best practices.

The 30+ editors responsible for FleetMentor's content are acknowledged leaders in the transportation, regulatory and compliance fields. They maintain regular contact with government agencies at the provincial, state and federal levels in

Canada and the US in order to keep their knowledge current and accurate.

According to officials at J. J. Keller, FleetMentor is designed for small to mid-sized fleets (50 to 200 vehicles) and will be offered on an annual subscription basis. The company expects a mid-year release date, but has yet to announce pricing. However, FleetMentor will come with a 30-day trial so companies can determine for certain that it suits their transportation business needs.

Melinda Ebel, J. J. Keller's Marketing Manager, tells WCHN that the beta testing is progressing very well. "We are currently at the 5,000 beta tester mark and climbing rapidly," she says. "We want a good cross-section of carriers represented; so there is still room for those who wish to get involved."

One of those companies using FleetMentor is BC Master Blasters Inc. out of Langley, BC. Controller **Sue Galloway** says, "FleetMentor has been extremely helpful, useful and easy-to-use."

To sign up for the beta testing or for more information visit www.FleetMentor.com or call 877-595-1157. ☐

