



2025 Trends from the UK & North America

2025 Fleet Efficiency Benchmark Report

2025

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With 340,000+ vehicles tracked and 22,000+ fleets onboard, RAM is the platform behind the data, trusted by businesses that want to run smarter.

340K
Vehicles tracked

28K
Daily logins

22K+
Fleets trust RAM



What's Inside

04 Introduction

05 The Fleet Efficiency Formula

06 How to Stop the Admin Drain

08 How Driver Behaviour Impacts Your Bottom Line

09 Compliance Without the Headaches

10 How to Complete More Jobs Faster

11 What's Next: Where Smart Fleets Are Investing

13 Conclusion: Benchmark Yourself



Introduction

Fleet operators across the UK and North America face the same pressures: reduce costs, improve productivity, stay compliant, and deliver great service - all while managing growing fleets and complex operations.

We surveyed over 500 fleet managers, spanning industries like construction, logistics, trades, and field services, to uncover how they're meeting these challenges. This report shares the key trends shaping 2025, backed by real-world data from your peers.

 507 Fleet Professionals Surveyed



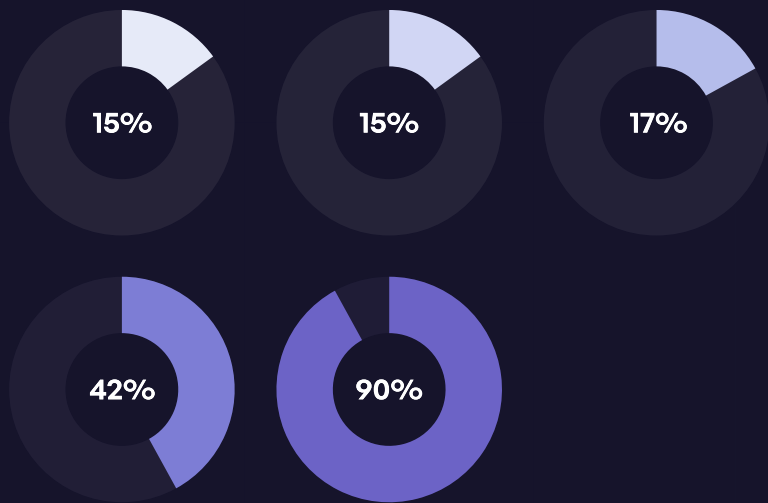
The Fleet Efficiency Formula

Fleet efficiency was rated important by **86%** of fleet managers - one of the top key trends. And it's not just about speed. For modern fleets, efficiency means streamlining how jobs are scheduled, vehicles are tracked, and reports are produced.

With rising overheads and increasing demand, even small time savings can add up to big performance gains. The most efficient fleets combine real-time tracking with automated admin and driver insights, freeing up time and budget to focus on growth.

What do the most successful fleets have in common?

These are the features having the biggest impact on fleets:



- Automated reporting: 15%
- Route optimisation: 15%
- Job scheduling: 17%
- Driver behaviour monitoring: 42%
- Real-time vehicle tracking: 90%

Key Takeaway:

The best-run fleets layer multiple tools to maximise impact: visibility, safety, time-saving, and automation.

How to Stop the Admin Drain

Paper timesheets, physical vehicle checks, and handwritten job sheets aren't just time-consuming, they create errors, delays, and billing disputes. Admin-heavy processes make it harder for fleet managers to respond to customer queries or spot inefficiencies in real time.

After digitising, **over 50%** of fleet managers reported significant improvements in time management, administrative processes and operational efficiency. In a fast-moving environment, cutting down admin isn't just a convenience, it's a competitive edge.

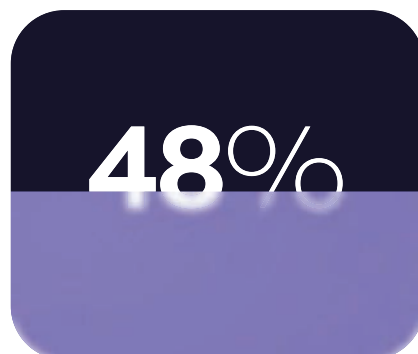
The hidden cost of paper-based systems:

- **40%** of fleets were still using manual paperwork before adopting a digital solution
- **39%** had no system in place at all



The main trigger for moving to a digital fleet management system:

- ✓ Driver management (**48%**) was the main challenge that led companies to re-evaluate their process
- ✓ In particular, manually tracking driver timesheet accuracy was the top concern (**29%**)

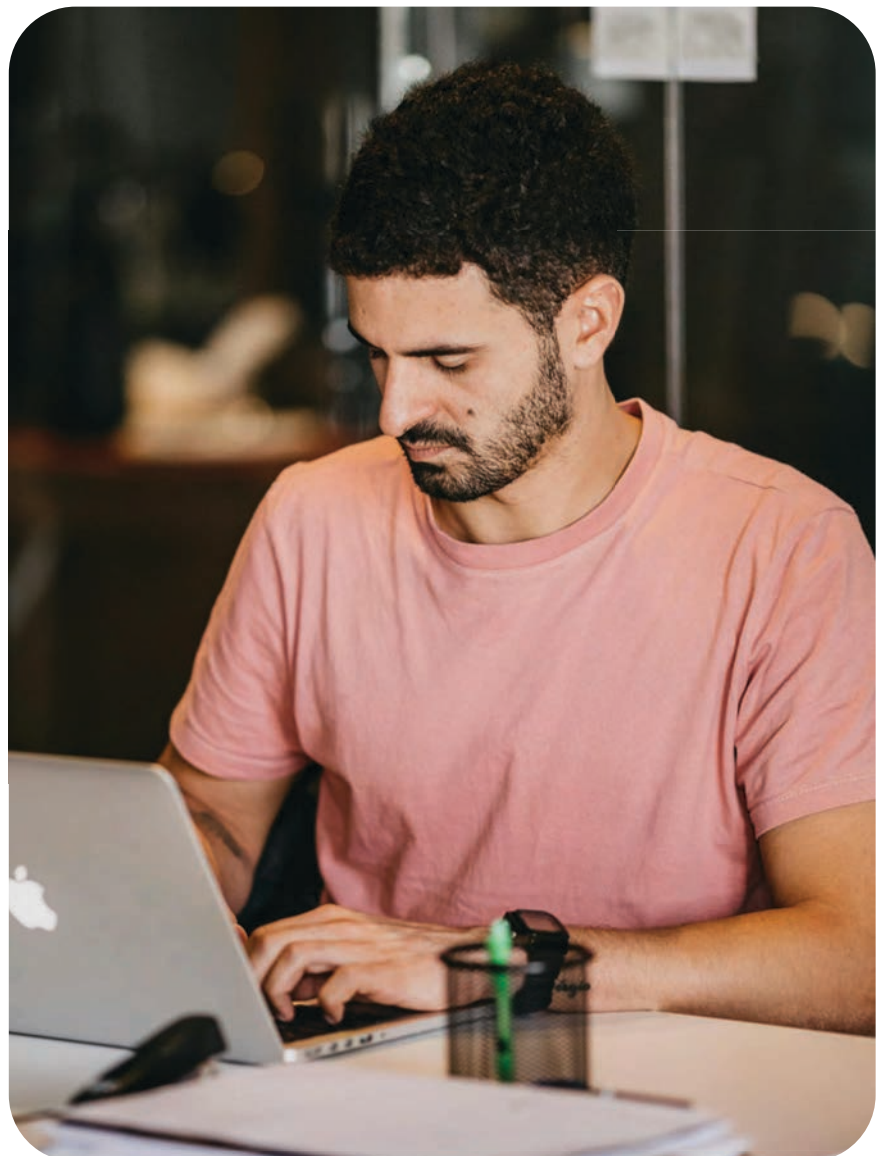


Try RAM's 'Do the Maths' calculator

To see what switching to a digital system could save your team.

[Calculate How Much You Could Save](#)

Top Tip: Even small teams benefit from switching to automated scheduling and reporting.



How Driver Behaviour Impacts Your Bottom Line

When your fleet is on the move, every decision the driver makes - how hard they brake, how fast they accelerate, how honestly they fill in a timesheet - ripples all the way to your profit-and-loss statement. Nearly half of fleet-based businesses say that managing drivers is their single biggest operational challenge, and the data shows why.

Why monitoring matters

- ✓ **48%** of respondents said driver management was the top challenge for their business before implementing a solution which improved administrative processes
- ✓ Driver behaviour monitoring was one of the top 3 most impactful features when implementing digital systems
- ✓ Speeding (**21%**), harsh driving (**10%**), and inaccurate timesheets (**29%**) were amongst the top challenges when monitoring drivers.
- ✓ Post-implementation: fleets saw reduced insurance costs, better fuel usage, and fewer complaints

Key Takeaway:

Your drivers shape your risk profile. Monitoring behaviour can prevent issues and cut costs.

Top Tip: Use behaviour data to inform driver coaching and reward safe habits.

29%

Inaccurate timesheets

21%

Speeding

10%

Harsh driving

Compliance Without the Headaches

Driver safety and compliance was rated important or very important by **65%** of fleet managers - more than any other trend. Yet only 7% listed it as their primary challenge when seeking a fleet management solution. This disconnect suggests a common, dangerous mindset: compliance isn't a problem... until it is.

Driver safety and compliance was the top rated trend by **65%** of respondents



Only **7%** of respondents sought digital solutions to solve their compliance challenges

Here are the **top 5 compliance priorities amongst fleets:**

- 1 Health and safety requirements
- 2 Missing vehicle check records
- 3 MOT/Tax/Insurance Tracking
- 4 Lack of incident evidence
- 5 DVSA compliance concerns

Key Takeaway:

Compliance issues hit hardest when you're not looking. It's easy to ignore compliance... until it costs you.

Whether it's missed safety checks, invalid licences, or unlogged hours, the risks of falling short are high, from fines and downtime to reputational damage.

How to Complete More Jobs Faster

Revenue growth isn't just about winning more work, it's about completing more jobs, faster, with fewer mistakes. Many fleets surveyed are still battling avoidable operational inefficiencies.

17% of respondents flagged job scheduling as a major challenge, while others cited inefficient route planning (6%), long customer response times (2%), and missed appointments as pain points. These small inefficiencies compound into lost time, unhappy customers, and slower billing.

Linking efficiency to revenue growth

After switching to RAM Tracking, customers experienced moderate to significant improvement in the following areas:

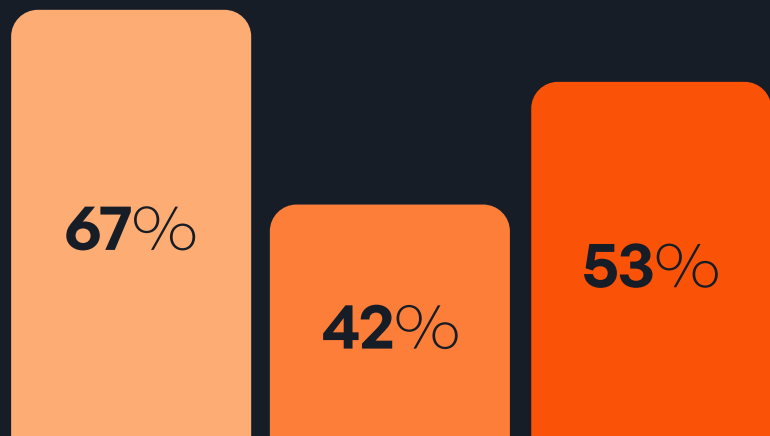
- 1 **62%** Improved administrative processes
- 2 **62%** Improved time management
- 3 **60%** Improved operational efficiency
- 4 **48%** Improved team communication

Key Takeaway:

Smarter scheduling boosts revenue by increasing job volume, improving punctuality, and reducing paperwork.

Top Tip: If you're still manually assigning jobs or relying on drivers to self-report status, your growth is being throttled by admin. Smarter scheduling = smoother service + faster revenue.

After implementing RAM Tracking, fleets reported measurable gains: **67%** improved customer satisfaction, **42%** improved revenue growth and **53%** reduced costs.



What's Next: Where Smart Fleets Are Investing

Fleet managers aren't just looking to maintain performance; they're planning for growth, and they know technology will be key.

When asked how they expect their fleet to change in the next two years:

- ✓ 36% expect slight (<10%) growth
- ✓ 27% expect moderate (10-25%) growth
- ✓ 10% expect significant (>25%) growth
- ✓ Only 1% foresee a decrease in fleet size

That means nearly three-quarters (73%) of fleets are preparing to scale. To support this growth, fleet managers said their top feature requests for 2025 are as follows.

Top Requested Features for 2025:

51%
Enhanced reporting

48%
Improved mobile apps

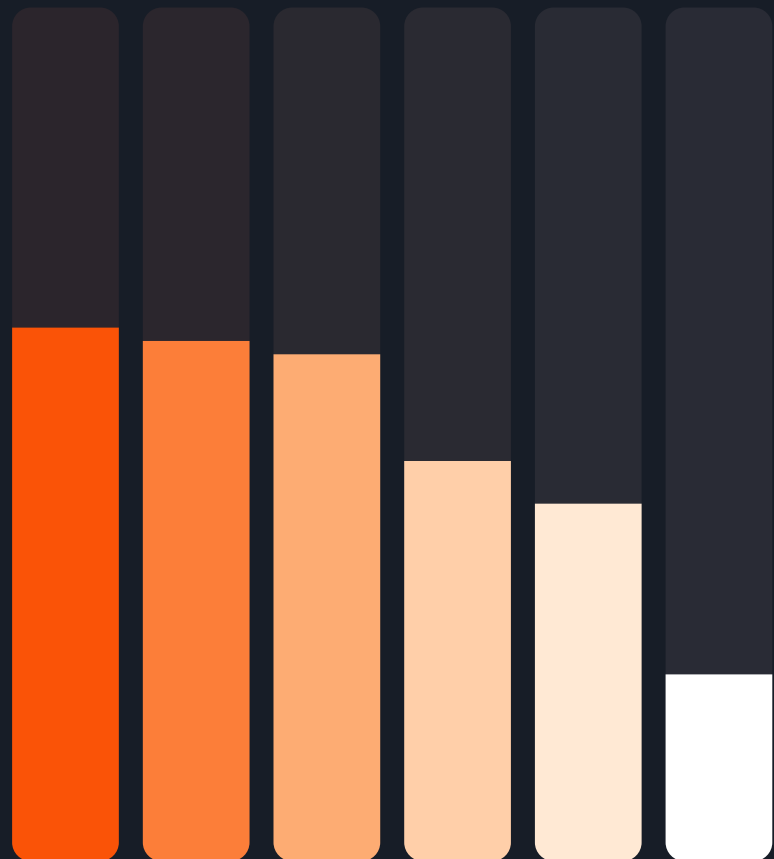
38%
AI route optimisation

37%
Predictive maintenance

14%
Advanced driver coaching

When asked which trends matter most to their business, these came out on top:

Important Trend Priorities (% rating as “important” or “very important”):



- Fleet efficiency: **64%**
- Cost management: **62%**
- Driver safety & compliance: **58%**
- Customer service: **50%**
- Vehicle uptime: **46%**
- Sustainability: **33%**

Key Takeaway:

Fleets aren't just scaling, they're becoming smarter. The focus is now on automation, insight, and ease of use.

Conclusion: Benchmark Yourself

Efficiency is no longer optional. The fleets scaling fastest in 2025 are:

- ✓ Cutting manual admin
- ✓ Improving driver accountability
- ✓ Investing in forward-looking tech

What this means for you:

There are great value fleet management tools on the market, which will deliver instant ROI for your fleet. What’s holding you back?

Ready to improve your fleet’s performance?

Speak to a member of the RAM Tracking team to see how we can help you cut admin, reduce costs, and prepare for growth.

[Book a demo](#)

