

# 5 Ways to Use a Custom Driver App to Increase Operational Efficiency

The freight market has its ups and downs. And right now, it's down. Therefore, fleets must find ways to drive efficiencies and conserve cash flow. Here are 5 ways fleets can use a custom driver app to increase operational efficiency:

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## Streamline Technology Systems



Custom apps allow fleets to integrate all their technology systems into one place. Thereby, giving their drivers one-click access to all the information and essential functions they need (like navigation, payroll, selecting loads, and more) to do their job, which ultimately eliminates delays, guesswork, and administrative burdens.

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## Develop Custom Workflows



By using a vendor with pre-built components and integrations to design a custom app, fleets can easily develop sophisticated workflows without a team of developers.



*"[Building our own custom app, powered by the Eleos platform,] allowed us to leverage the integration strengths of the platform and focus our efforts on the driver experience and building custom workflows."*

**Corey Goux**

Senior Director of IT for US Xpress



*"I absolutely love it. There's nothing on the driver app that I do not utilize. It has been a blessing to have something that is so easy to use, so handy, to provide me with all the information that I need to do my day-to-day job."*

**April Coolidge**

USA Truck driver and driver trainer

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## Seamless Integrations



When fleets need to change telematics, ELD or TMS providers, it can lead to driver frustration and hours of training on the new systems. But a custom app enables seamless integration of technology, so fleets can swap technology providers without drivers noticing because the front end of the app looks and functions the same.



*"Going from a telematics provider that we'd had for decades to a brand new one was a big shift for our team. But having the Eleos mobile app already available to our drivers made it seamless for them."*

**Janelle Kennedy**

Project Manager for Risk Management & Federal Compliance at TMC Transportation

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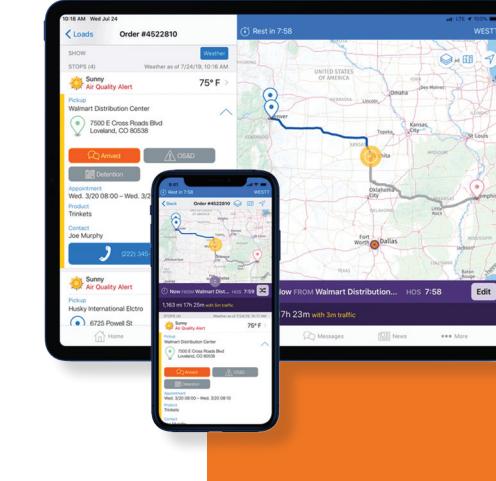
## Faster Deployment



By working with a custom app developer, fleets can be up and running in days or weeks rather than months. Additionally, it significantly decreases the man hours developing an app in-house would take. The same can be said for adding new functions and features requested by drivers, which can be done in near real time.



**= Eleos Custom App in Use**



## About Eleos

At Eleos, we're passionate about our customers and the custom mobile apps we help carriers create for their drivers. Custom apps allow fleets to run their business in the way that works best for them, giving them the flexibility and control to create a driver experience that is unique to their organization – and we love being a part of the process. As we help fleets develop better tools, we aspire to be known for our innovation, reliability, and ability to make a difference for them and their drivers.



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## Improve Communications



A custom driver app acts as a centralized communication hub, allowing seamless, real-time interaction between drivers, dispatchers, and managers.



*"Groendyke Transport built a communication system on its Eleos platform that allows them to text and video message drivers. They created the "GTI Mobile Minute," a regular, short video delivered via the driver app, covering new items they want their people to know about. This constant communication helps drivers feel more connected to the company."*

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