StreetSmart

ROADMAP

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OVERVIEW

Over the past 20 years StreetSmart has worked with customers of all shapes and sizes to successfully deploy their workforce management solution. From small companies with a handful of mobile employees to large enterprises with thousands of mobile employees, StreetSmart solutions have become an integral part of more than 16,000 businesses.

This New Customer Roadmap is a set of best practices, tools and additional resource documents that has been compiled directly from the experiences of StreetSmart's most successful deployments. This easy reference guide will help shorten the time to value for your StreetSmart purchase and improve the efficiency and productivity of your mobile workforce.

We recommend you share this document with both your leadership and management teams.
The New Customer Roadmap is designed to be a quick reference guide. Each chapter focuses on key best practices and includes links to relevant templates and tools, plus additional resources specifically selected to support your efforts.

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ENSURING MANAGEMENT ALIGNMENT PRIOR TO DEPLOYMENT

Companies that are most successful in deploying and integrating StreetSmart across their organization have one thing in common: management alignment.

It is crucial to have alignment, especially around:

- The reasons for purchasing StreetSmart mobile workforce management solution, and key problems they are trying to solve
- Goals for how StreetSmart will help the company cut expenses or increase productivity
- Expectations for each department manager, and how their team will use the solution

The Goals Worksheet is a great tool to help document your top use cases for the initial deployment. It helps establish key metrics, so you can measure your return on investment 3-6 months after roll out.

The Management Alignment Email Template can be customized and used to help communicate the objectives of your deployment to the management team. For a quick, high-level overview of what the solution is and does, the template also includes a link to the StreetSmart Overview Video.

Additional Resources:

- Management’s Top 7 Best Practices
- Guide to Working with Unions
- Creating Management Incentives
Having the right people designated to support StreetSmart is critical to implementing a successful roll out. In a small company, you may only need a few employees to manage it, however in a larger organization you will probably need more. The core functions required include:

- **Web management application set up** – users, preferences, locations, forms, etc.
- **Phone and mobile app set up** – downloading the app, configuring GPS settings
- **Day-to-day use of the management application** – viewing worker status, dispatching jobs
- **Reporting and exporting data** – payroll, billings, expenses, cost and time analysis

Once you have identified the resources responsible for the core functions, the next step is to train your employees. The [StreetSmart Training Checklist](#) provides a list of subjects on which your team will need to be trained in order to maximize their success.

Finally, it’s important for everyone using the StreetSmart management application to understand the basic fundamentals of how the StreetSmart GPS location services work. Read [How StreetSmart GPS Works](#) to provide the team with the information they need to get started, and the [StreetSmart Management Application Video](#) gives an overview of how it works.
ENCOURAGING MOBILE EMPLOYEE ADOPTION

Getting your mobile employees to embrace and use the StreetSmart Mobile App on their mobile devices can be challenging, especially if you do not properly position and communicate how they will benefit. Read [How to Position StreetSmart to Your Mobile Employees](#) to provide key messages to communicate to your employees when rolling out the system to help maximize adoption.

The [Mobile Employee Email Template](#) can be customized and used to inform your mobile employees about the core reasons for the purchase decision, roll out time, and the benefits they will realize. It also includes a link to the [StreetSmart Mobile App Video](#), which demonstrates how the mobile app works.

We have found that mobile employees may have misconceptions regarding how StreetSmart GPS tracking works. The [GPS Myth vs. Fact Infographic](#) is a fun and engaging tool you can use to help alleviate any concerns they may have.

Additional Resources:
- [Top Reasons Your Team Will Like StreetSmart](#)
- [StreetSmart Mobile App Tip Sheet](#)
- [Creating Mobile Employee Incentives](#)
After your deployment and your initial objectives are met, it will be time to think about how you can expand your use of StreetSmart. Many customers start using it to solve a single problem such as employee time tracking, but then expand the use to solve additional business problems, such as capturing customer data or reducing mileage expenses.

To maximize your long-term success with StreetSmart:

- Revisit your goals and objectives on a quarterly basis to see how the system is performing and to document your successes.
- Think about whether other departments or teams who are part of your work stream could use and share your experience.
- Let your customers and prospects know that you are using StreetSmart as way to provide them with better service. Many StreetSmart customers market the fact that they use StreetSmart as a competitive advantage in their local markets.
- Let StreetSmart help promote your company locally with a StreetSmart case study. We will market it to your local area and help you create awareness and buzz around your company’s innovative approach. Email smartsupport@streetsmartmobile.com to learn more.
Visit [www.streetsmartmobile.com](http://www.streetsmartmobile.com) and review the various cases studies to see how other customers are using the StreetSmart solution — there might be ideas that would also benefit your business.

Be on the lookout for StreetSmart email invitations to product webinars and information on latest updates and features.

Visit the StreetSmart customer support site to see the latest product release information, new mobile devices supported and available customer support and training tools.

At StreetSmart, we know our success comes directly from the success of our customers. If you need help, simply ask. StreetSmart support is available 24 hours a day, 7 days a week, 365 days a year.