

**Client:** Buswise c/o- Stellar Frequency  
**Platform:** Webpage copy FAQs



**Purpose of the copy:**

This excerpt is copy taken from Buswise FAQ responses I developed following in-depth research and interviews with the client's SMEs. The purpose of the copy is to provide transparency around their service offerings using persuasive language and CTAs which induce further engagement preferably via phone.

**Analytics captured:**

- 1. Traffic & Visibility**
  - Total FAQ Page Views
  - Unique Visitors
  - Average Time on Page
  - Page Depth (visitors read additional pages)
- 2. Engagement Metrics**
  - Clicks on Expandable Questions (accordion-style FAQ)
  - Scroll Depth (% of visitors scroll to bottom of FAQ page)
  - Internal Links Clicked (links to product pages, sign-up pages, or policies)
  - Searches Within FAQ
- 3. Content Performance**
  - Top Viewed Questions
  - Least Viewed Questions (Identify underperforming content that may need revision or removal)
- 4. User Feedback**
  - Helpful/Not Helpful Votes
  - Comments / Suggestions Submitted
- 5. Conversion & Impact**
  - CTA Clicks from FAQ Page
  - Phone calls received & emailed enquiries

**COPY EXCERPT**

**What is fleet management?**

**Fleet management** is the term used to describe the strategy and protocol your business has in place to manage your fleet of vehicles. This will include acquisition and disposal, maintenance, GPS tracking, safety systems, fuel management, drivers, WH&S assessments, etc.

We have a fleet management solution that will work for your business and your budget. Using the latest technological solutions to provide uninterrupted and effective fleet management for your business, you can choose from full fleet management options through to scalable solutions that cover high-risk services and reduce your overheads.

Would you prefer to speak to a real human? Contact us today on 0426 298 011 and discover how the right fleet management strategy could save your business time, money and risk with an expert from Buswise.

**Is fleet tracking the same as telematics and fleet management?**

**Fleet management** is both a strategy and a software solution which aggregates all data like telematics, fuel provider reports, etc, to produce a complete operational view designed to effectively inform strategic decision-making across all business levels.

**Telematics** comprises data derived from hardware installed onboard your fleet vehicles. For example, in-vehicle sensors built to withstand rugged use collect data about the vehicle's performance as well as driver behaviours such as speeding, cornering and braking.

**Fleet tracking** often refers only to GPS tracking in real-time giving you a vehicles' location within 50m. Fleet tracking software offers business insights around SLAs and other key operations like route efficiency, driver behaviours and break schedules.

### **How does a fleet management solution save my business money?**

A fleet management solution will save you money by simplifying your workflows and introducing automated systems that free up resourcing for more important and value-adding tasks.

**Fleet GPS tracking** helps you make informed business decisions that improve efficiency like use of resources, routes and preparation, staffing and rostering. The data you capture can also help you to influence driver responses, helping to better manage fatigue and enforce policies that discourage high-risk behaviour.

Extending the life of your assets is a great way to extend the longevity of your overall fleet. Fleet owners often try to get as much as they can out of their assets, sometimes even extending them beyond their useful life to justify maintenance and running costs. A **fleet management strategy** with regular maintenance considerations, fuel and risk management strategies may in fact reduce running costs slowly but inexorably over time, extending the life of your assets, and, by extension, offering your business better ROI on big-ticket assets. Preparation, monitoring and transparent reporting keep your business moving smoothly and your assets performing highly.

### **Will fleet management technology be easy to use?**

Our fully managed solutions mean that we're on call whenever you need us to sort out a problem, look at an issue you're having or upgrade your services.

We design user-friendly technology solutions which prioritise ease of use, flow and business integration so we work hard to provide only the easiest, simplest technological hardware. Our fully integrated systems are installed by our experts and we train you and provide you with exhaustive documentation including user guides.

Contact us today to speak with an expert from our team who can explain exactly what kind of hardware we offer, how it's installed and how it helps your business stay safe, compliant and productive.

### **Isn't a managed service (CAPEX & OPEX) expensive?**

Subscription-based services for your fleet management solutions mean a predetermined rate billed regularly for your suite of services. This means that you can forecast costs more easily and plan business spend more accurately than if you weren't paying a fixed-rate.

In-house solutions can often be difficult to monitor, particularly for small to medium-sized operations. A managed service is scalable and transparent.

We can talk you through our range of support options at Buswise today. Contact one of the team to get a comprehensive overview of our service offering and how we can support your business honestly, fairly and to your budget and business needs.

**Will fleet management help track and reduce fuel expenses?**

Yes. Relying on your fuel card provider to provide you with fuel insights and usage costs is not a sound strategy for reducing fuel expenses. Fleet management software and rugged hardware solutions deliver the data your business needs to optimise routes, improve fatigue management, reduce idling times and influence driver behaviours so as to promote consideration of fuel and maintenance risks which are affected by driving behaviours like speeding, hard braking and acceleration, unsafe cornering, etc.