

Cart Fleet Management



Save Money, Protect Sales, and Simplify Fleet Management

Gatekeeper Systems' Cart Fleet Management Services transform disconnected, manual fleet counts into automated, high-fidelity operational intelligence. Retailers gain clear visibility into cart inventory, utilization, loss, health, and service needs—empowering teams to reduce fleet costs, prevent shortages, and protect the shopper experience.

Using the data collected by SmartWheel® devices, this service provides prescriptive insights that simplify budgeting, enable accurate forecasting, and surface the true cost of cart loss and service inefficiencies.

Save up to
\$2,500
per year
in labor

Increase
Customer
Average Basket
Value

You can't deliver great service without carts on the floor. Accurate fleet data ensures shoppers always have what they need the moment they walk in!"

– Senior Store Operations Executive



- ✔ Equipped fleets provide counts at retailer determined intervals; weekly, monthly, quarterly.
- ✔ SmartWheels used in Gatekeeper Systems' Purchek and CartControl solutions



Purchek®



FaceFirst®



Business Intelligence



CartControl®



CartManager®



GATEKEEPER
SYSTEMS

Three Tiers of Services Available To Accommodate Every Retailer's Needs

Gatekeeper Systems' Cart Fleet Management Service is a subscription-based solution offering three levels of service.

Service Benefits	Cart Audit	Fleet Management	Fleet Optimization
	Weekly Cart Count*	+Weekly Fleet Utilization	+Monthly Fleet Balance
Item Number (Per Store Location)	SF-CA1021	SF-CM1001	SF-CM1021
On-Site Cart Audit Service	Optional	Optional	Optional
Cart Counts by SmartWheel ID	✓	✓	✓
Cart Usage by SmartWheel ID		✓	✓
Wheel Health Service Alerts	✓	✓	✓
Fleet Usage Data		✓	✓
Cart Loss Inference Data		✓	✓
New Cart Arrival Data		✓	✓
Cart Count Threshold Alerts			✓
Cart Transfer Recommendations			✓
Fleet Migration Tracking			✓
Cart Audit Report	✓	✓	✓
Fleet Management Report		✓	✓
Fleet Optimization Report			✓

*Cart Audit offers weekly Cart Audits. Cart Audit *Lite* offers 4 Cart Audits per year.

Comprehensive Fleet Analytics and Intelligence

Fleet Management delivers the visibility retailers need to keep carts available and shoppers satisfied. Automated cart counts, fleet-health monitoring, and proactive issue detection simplify fleet oversight and help stores avoid shortages, reduce overspend, and maintain a consistent shopping experience.

How Cart Fleet Management Services Help Retailers

Fleet Management Services transform SmartWheel® data into clear, automated insights that help retailers keep carts available, reduce unnecessary spend, and improve operational efficiency across all store locations.

- Automated, accurate cart counts so you always know what's on hand.
- Enables proactive fleet management to avoid cart shortages before shopper experience and sales are impacted.
- Identifies specific issues as they develop so teams can address them quickly.
- Offers transparent insight into third-party service performance to drive accountability and consistent quality.

Why Choose Gatekeeper Systems' Fleet Optimization



Enterprise Wide Fleet Optimization

- Cart transfer recommendations monthly to balance cart inventory across stores based on tracked usage.



Continuous ROI Measurement

- Understand cart fleet utilization by store and take action to ensure cart asset usage is maximized



Better Shopper Experience

- Carts are always available when shoppers arrive—protecting revenue, satisfaction, and loyalty.



Actionable, Easy-to-Use Reporting

- StorePort®G2 dashboards translate fleet behavior into prescriptive actions for store, district, and corporate teams.



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