

DELIVERING REAL RESULTS



TOMTOM TELEMATICS GUIDE TO IMPLEMENTING A DRIVING BEHAVIOUR PROGRAMME



DRIVING BEHAVIOUR: A SAFETY AND FINANCIAL BUSINESS CHALLENGE

The efficient and safe performance of your company vehicles – and drivers – can have a significant influence on business success. Fuel spend, vehicle maintenance bills and fleet insurance costs will all impact your business profits.

Furthermore, if driver safety is compromised, you risk not only the welfare of your employees, but your company's brand image and reputation can be seriously damaged – in the eyes of both your workforce and customers.

These fleet business challenges put good driving behaviour standards in the spotlight – a cornerstone to controlling overheads and managing the road safety of mobile workers.



WHAT IS DRIVING BEHAVIOUR COSTING YOU?



THE FUEL COST BURDEN

Fuel is likely to be one of the largest single costs in running your company vehicles. As fuel cost is a variable overhead however, which depends upon a range of factors from vehicle type to driving style, you can take steps to help control it.

By doing so, you will also help control your carbon footprint, boosting your green credentials and business reputation.



WEAR, TEAR AND REPAIR

Ongoing vehicle maintenance is essential but the costs can be high, from repair bills to vehicle downtime, missed orders and business opportunities. Ensuring your vehicles are being driven in a responsible manner can hold the key to reducing these costs – minimising engine and bodywork repairs, replacement tyre and brake pad/disc costs and keeping a lid on vehicle depreciation.



INSURANCE DEMANDS

Your motor fleet premiums directly relate to the frequency and cost of the insurance claims you make. By reducing claims and improving the risk profile of your drivers, you can help control future premiums.



PROTECTING YOUR DRIVERS TO PROTECT YOUR BUSINESS

While business drivers have a legal and moral responsibility behind the wheel, employers also have a legal and moral responsibility to ensure both they and their drivers comply with minimum safety standards.

The legal, financial, and reputational repercussions of road safety failings, from speeding offences to road traffic collisions, can be severe – both to you and your employees.

With around a 40% of all accidents in Europe involving at-work drivers*, initiatives to manage and improve driving behaviour and competences are essential, whether you have a fleet of 5 or 500 vehicles.

*2017 ETSC (European Transport Safety Council) Road Safety Performance Index



BUSINESS IMPROVEMENT: IDENTIFYING OPPORTUNITIES FOR CHANGE

A quick analysis of a number of accessible business measures you may have in place already will help to shine a light on where improvements in driving behaviour could reap significant rewards for your business. Company information that can help identify opportunities for improving driver safety and reducing operating costs will include:

- Your annual fuel spend – this might derive from fuel card data or mileage claims
- The number of speeding fines and driving record endorsements received by employees
- The frequency and cost of maintenance per vehicle
- The frequency and cost of insurance claims
- The frequency and cost of vehicle repairs

This information will paint a picture of current driver performance and safety standards highlighting trends and where problems exist. Furthermore, it will offer a baseline against which future goals can be set and all improvements can be measured. It is important to understand from the beginning that it is the trend that should be measured, not necessarily absolute numbers, as all drivers will have different situations and different variables.

Time is a vital commodity to businesses large and small, but with the use of technology and fleet management systems can all be achieved without the need to devote significant resource on data collation and analysis.



TIME TO TAKE ACTION

The case for taking action to improve driving behaviour is a compelling one but organisations often believe the challenge is too difficult, many do not get round to doing anything significant about it. Many remain unaware that it is possible to measure driving behaviour in a meaningful way that can contribute to genuine business improvements.

TomTom WEBFLEET combines with OptiDrive 360 to offer both managers and drivers valuable insights to aid improvements. Drivers are provided with direct feedback before, during and after their trip, while detailed reports allow managers to monitor performance trends and drill down to identify factors contributing to these trends.

This means it is possible to quickly build an accurate picture of how your drivers perform out on the road, including detailed analysis of their individual strengths and weaknesses. As a result, performance analysis can be easily aligned with business goals.

For example, if you have targeted a reduction in maintenance spend, it is possible to look at factors such as harsh steering and braking to identify negative trends that are contributing to greater wear and tear on vehicles. If fuel spend is a problem area, it may be appropriate to focus on areas such as fuel consumption, idling and speed too.

All of us tend to have a view on what makes a 'good' driver but too often these views are subjective. WEBFLEET and OptiDrive 360 remove the guesswork, providing powerful data insights that help you implement driver improvement schemes that can help to improve safety, reduce environmental impact and deliver bottom-line savings.

Developed in conjunction with and as an outcome of the ecoDriver Project – an EU-funded research project targeting CO2 emissions and fuel consumption reductions in road transport – OptiDrive 360 scores drivers and provides advice based on 'golden rules' of safe and efficient driving. These rules were developed over the course of four years by the ecoDriver Project after being identified as the most important factors for tackling fuel consumption and driver safety.

The logo for ecoDriver, featuring the word 'eco' in a green, lowercase, sans-serif font with three small green circles above the 'o', followed by 'Driver' in a larger, dark grey, serif font.

OPTIDRIVE SCORES DRIVERS BASED ON THE FOLLOWING FACTORS:



SPEEDING

Includes number of speeding incidents and speeding as a percentage of total driving time.



COASTING

Drivers are advised when to take their foot off the accelerator while remaining in gear on the approach to junctions and roundabouts to help reduce fuel consumption.



DRIVING EVENTS

These include incidences of harsh steering, sudden braking and fast cornering.



GEAR SHIFTING

Advice on when to shift gear to optimise fuel consumption.



IDLING

Fuel wasted due to the engine running while a vehicle is stationary.



CONSTANT SPEED

A constant speed helps to contribute to an efficient driving style.



FUEL CONSUMPTION

Actual fuel consumption and fuel efficiency.



GREEN SPEED

Recommended speed based on optimised fuel usage and road safety.



A DRIVER-FRIENDLY APPROACH

One of the key concerns when introducing any initiative that involves monitoring employee performance is resistance from the workforce. Therefore, when implementing a programme to improve driver performance, it is important to take a more collaborative approach.

DRIVER ENGAGEMENT



It is important to ensure drivers are fully informed of plans prior to implementation and it should be pointed out that the technology is meant as a performance aid rather than a punitive measure. Staff should be given the opportunity to ask questions and make suggestions, giving them reason to become fully invested in the process.

OptiDrive 360 helps to engage drivers through a continuous approach to driver improvement that includes direct feedback through in-vehicle driver terminals.

Pre-trip, they receive tips on driving safely and efficiently, during the trip they are provided with predictive driving advice and feedback on their driving style, while after the trip they are offered a summary of their performance. This helps to better engage drivers and keep driving style front of mind allowing drivers to identify areas for improvement and take responsibility for improving themselves.

MANAGEMENT INSIGHTS



Managers are also provided with a wealth of data via WEBFLEET, the Software-as-a-Service (SaaS) fleet management platform, helping them to generate valuable insights into performance.

Easy-to-read stack charts, called the OptiDrive indicator (see image), highlight overall performance standards, enabling quick identification of negative trends. Managers can then drill down into the data to identify root causes, looking at specific elements of performance for individual drivers.

Historical reporting fleet and driver overviews are also available in the Optidrive 360 Overview report in WEBFLEET.





ACHIEVING CONTINUOUS IMPROVEMENT

Availability of performance data is a huge positive but it must also be used properly in order to be effective. This means first using the technology to understand current performance standards for those areas that are most likely to contribute to overall business goals.

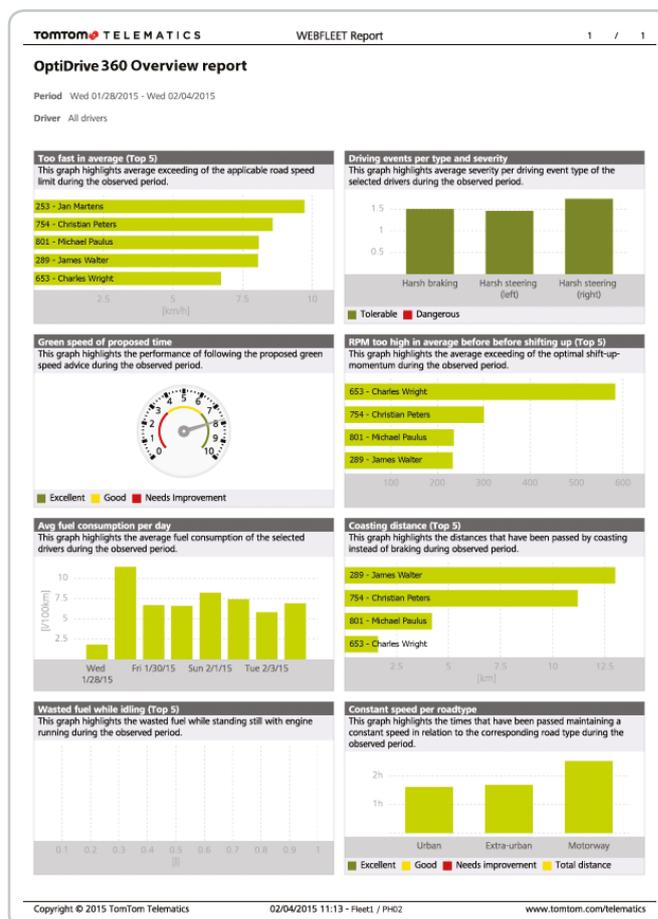
These can then be used as baselines for performance, allowing managers to develop appropriate targets based on what levels of improvement are both desired and realistic.

After the establishment of baselines, it is important to continuously measure performance against targets in order to track progress. A decision should be made early on what success looks like – for example, if you are happy to simply see a constant improvement on existing standards or if you would prefer to strive for a defined, absolute goal.

It is also crucial to be clear on who has responsibility for the data. This might mean senior management are responsible for monitoring overall trends, leaving team leaders to look at how the individual performance of drivers contributes to this.

Where problem trends are identified, work together with employees to solve these issues. This might mean offering targeted training to drivers that are found to have difficulty in a specific area or providing guidance to all staff around wider trends. This could also mean organising regular driver briefings – which may include, for example, topics such as speed, fatigue or winter driving – or simply maintaining regular communication through email bulletins or one-to-one meetings.

In the long term, driver engagement is essential for maintaining a focus on high performance standards and there are a number of possible tactics that can help in this area.



HOW TO ENGAGE WITH DRIVERS

To get the most from a driver performance scheme it is best to avoid a negative approach focused on punishment and discipline. Instead, there are a number of tactics that can be used to engage with drivers as part of a more positive approach to change. These include:

EMPLOYEE BRIEFINGS

Briefings – conducted on a personal, departmental or company-wide basis – can be a valuable tool for increasing awareness around key issues and employee recognition. These briefings may be organised on a regular basis, providing education and feedback on different areas of driver safety and efficiency throughout the year.

INCENTIVISATION

Drivers can be provided with incentives for hitting pre-agreed performance targets. Typical incentives include financial bonuses (although these can be hard to remove once implemented and may become an expected part of an employee's standard package), prizes and gift rewards, or career rewards linked to personal development, such as promotions or vocational qualifications. This can also be something as simple as internal competitions with a focus on employee recognition, which has proven to be a strong motivator. (see gamification)

PROFESSIONAL DEVELOPMENT

Performance goals and recognition can be included in driver appraisals as part of ongoing professional development plans. This can be combined with driver training to provide an even stronger improvement pathway.

GAMIFICATION

'Gamification' is a relatively new concept that involves the use of typical gaming mechanisms – such as point-scoring and competition – to encourage improvement. It taps into the popularity of video games and can be a powerful way to incentivise drivers through healthy competition. This might involve creation of league tables, using the driving scores provided by OptiDrive 360 or based on key KPIs such as fuel consumption. Drivers may compete individually or in teams, with prizes provided for the top performers or most improved.



The potential benefits to adopting a best practice approach to driving behaviour, underpinned by telematics, can be huge.

When this combination is implemented well, our customers can see savings of 20% or more on fuel, not to mention savings in maintenance and improved driver safety. The importance is to have the tools and processes in place for all drivers, existing or new, which ultimately means they have the structure to help them continuously improve.

NEED SOME HELP WITH YOUR DRIVING BEHAVIOUR PROGRAMME?
GET SOME ADVICE FROM THE EXPERTS, **CALL 0208 822 3605.**

