lightfoot
Rewarding better drivers

1. Elite Technology

How to Go Beyond Telematics and Achieve Elite Fleet Performance

Capitalise on emerging technologies to transform fuel efficiency, safety and sustainability.

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This is the first in a series of guides on how to achieve Elite Fleet Performance: major fuel savings, significant CO_2 reduction and a superior safety record.

Elite Technology

Elite Management

Elite Coaching

Elite Results

Elite Engagement

The state of play for vehicle fleets

The fleet management industry and all of its neighbouring sectors are at a turning point. New fuels, new vehicle types, and new technologies are all making waves as the market shifts away from traditional ways of working and thinking.

Companies can avoid falling behind the competition by capitalising on the right technology as a way to achieve Elite Fleet Performance: major fuel savings, significant CO_2 reduction and a superior safety record.

Ploughing ahead in tough conditions

Those responsible for the ownership and management of vehicle fleets have been struggling on a steep incline for a number of years now.

Despite gains in efficiceny - increasing end-user demands and external factors are contributing to greater stresses throughout. Authorities are applying pressure on fleet owners to control carbon emissions in order to combat the climate crisis. Calls to cut fuel costs and minimise insurance spend are a constant.

And just to throw even more turbulence into the mix, driver shortages continue to leave fleets across all sectors with insufficient resources to get the job done. Unpredictable market conditions make it hard for fleet managers to plan ahead. Surging demand during the pandemic has delivered both opportunity and challenge. Technology should be helping those in charge of fleets to manage their team better, while empowering those at the wheel to get the job done as safely, effectively and efficiently as possible.

But unfortunately, fleets across all industries are left with outdated technologies that are not fit for purpose, leaving managers without a detailed, accurate and up-to-date picture. Thankfully, there is an answer. The key is to know the limitations of most fleet technologies available on the market, and understand what the right technology can achieve.

Fleet technology today

In today's market, there are many fleet technology solutions available..

Unfortunately, most of them do not go far enough in giving fleet directors, owners and managers the support they need. Nor do they offer vehicle drivers enough in the way of guidance or positive engagement. They simply act as retrospective records.

Fleet technologies usually fall into either of two categories:

Standard Telematics

Video

Standard telematics

Black box/Accelerometer

Capabilities: Monitors and flags inefficient or unsafe driving practices, such as harsh braking, high revs when accelerating, or sharp turns.

Limits: Technology is very basic and outdated. Flags 'aggressive' driving on a one-size-fits-all basis. Does not account for specific types of vehicle, engine, load or road type.

Contactless CAN reader

Capabilities: Primarily for HGVs. Small device that reads vehicle signals wirelessly, preventing disruption from neighbouring signals.

Limits: Works on fixed values. Capable of reading limited engine data but lacks accuracy. No way of understanding load or adapting results accordingly.

Video

Forward-facing camera

Capabilities: Films the road ahead of the vehicle and collects data when an 'incident' occurs (e.g. location, speed, registration).

Limits: Only picks up issues in the event of a major incident e.g. a traffic collision. Standalone system requiring manual data management.

Driver-facing camera

Capabilities: In-cab camera faces the driver. Can alert fleet managers and drivers to risks, flagging such things as phone usage, tiredness, or no seatbelt.

Limits: May be overly intrusive and unpopular with drivers, affecting morale and retention.

All of these solutions share the underlying problem common to most fleet technologies and the way they are designed.

They work *reactively* rather than *proactively*, reporting issues once they have occurred, rather than preventing them in the first place.

The trouble with telematics

The fact that telematics technologies work retrospectively means they are unable to fully support the demands of modern vehicle fleets both now and into the future.

Strategically, one of the best ways for fleet managers and operations directors to improve driver practices – and cut emissions, fuel costs, and insurance premiums in the process – is to apply preventative measures. But telematics and other fleet management technologies are reactive, providing an after-the-fact log of issues that in many cases is either not referred to, or is only addressed long after the occurrence.

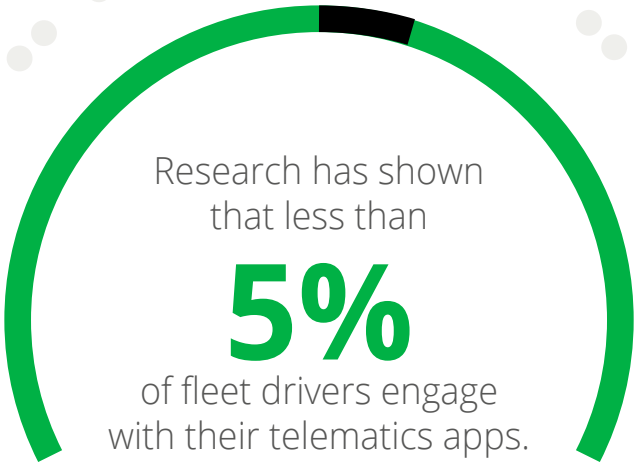
Telematics data is too generic to be accurate

Telematics systems work on a one-size-fits-all basis. They collate driving data and make judgments based on simple, pre-programmed catch-alls, such as whether the vehicle is a van or a truck.

With no connection to the electronic control unit (ECU), these systems are not built to understand how different roads, weather conditions, and loads can rightly change the way people drive. Let's say one of your drivers is carrying a heavy load up a steep hill. This naturally requires more acceleration than would apply on a flat road, or with a lighter cargo.

In many instances like these, standard telematics will supply a 'false positive' for harsh acceleration, as it cannot interpret and account for the more nuanced factors at play. Therefore, the data itself is inaccurate as it fails to adjust its tolerances to the real conditions. Without truly reliable data that everyone has confidence in, any issues flagged can be queried, doubted and, ultimately, ignored.

Telematics isn't built with positive driver engagement in mind



Why? Because there is no incentive to do so!

Rather than rewarding more positive driving practices that are to be encouraged, most telematics only flags the negatives. The inaccuracy of these systems also means that much of the feedback drivers receive regarding their performance may not be credible. These factors can undermine a whole fleet strategy and goes a long way to explaining why drivers are disengaged from telematics systems.

Telematics feeds into ineffective training approaches

Many telematics systems are attached to a live portal which stores driver data. In some cases, there is even a smart, user-friendly app where drivers can check in from their mobile phone or preferred device. Not only do drivers not engage with them, but strategic use of them by fleet managers and operations leaders is low as well.

Most driving performance data is reviewed in a way that is disjointed, fragmented, and unproductive. Retrospectively reviewing driving data once a month and discussing incidents that have long since passed is ineffective. By that point it is most likely too late to achieve any valid training objectives. When we take all of the above into account, there can only really be one appropriate response: the industry needs a more intelligent approach to fleet technology.

A more intelligent approach to fleet technology

If you want your vehicle fleets to really achieve major fuel savings, significant CO_2 reduction and a superior safety record that can reduce insurance costs, a new approach to fleet technology is needed.

If vehicle fleets are to prepare themselves for the future of supply chain, fulfilment and delivery, they need intelligent systems that form part of an intelligent approach.

They need technology that is purpose-built to account for the true dynamics that vehicles and their drivers face on a daily basis.

That technology should also create positive engagement, provide accurate performance data, and support lasting positive changes to driving styles.

Enter Lightfoot

Lightfoot is different to the other fleet technology solutions on the market. It comes from automotive engineers with a strong understanding of engines and the variables that affect efficiency and safety.

Lightfoot's unique intelligent system reflects genuine driving dynamics with accurate data, rewards better drivers, and proactively supports improvements on a long-term basis.

A system that understands specific vehicles and load

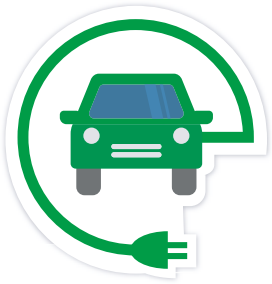
Lightfoot connects to your vehicle ECU for the most precise driving data possible. The sophisticated system accounts for different factors at play, including road conditions and vehicle load.

Real-time in-cab coaching is proactive, not reactive

Lightfoot is like giving every driver a personal coach–live 'nudge' technology trains drivers on the go, feeding back on their performance in real time, so they can make live adjustments to avoid driving issues e.g. by reducing acceleration.

Lightfoot rewards better drivers

Scores, rewards and regular competitions incentivise drivers to commit to safer, smoother and more eco-friendly driving. It's a system that makes improved behaviours last.



Makes EV fleet charging simple to manage

Lightfoot is not only built for traditional fuel engines; we have also developed an EV solution. It works to maximise charge efficiency and prolong battery life, boosting range by up to 30%. That means more miles achieved per charge, reducing charging costs. Lightfoot also monitors battery degradation, manages route planning to the nearest charging point and integrates with vehicle data to detect and prevent electricity theft.

Trusted and endorsed by market leaders

Thanks to its record on accident reduction, Lightfoot is endorsed by major insurers including Allianz, Aviva, QBE and RSA. Fleets already using the system to reduce costs and emissions include Tesco, Virgin Media and Asda, as well as many small and medium-sized businesses.

Elite Fleet Performance

Lightfoot delivers proven results, with fleets regularly achieving up to:

15%

mpg gain

40%

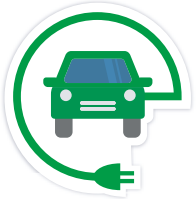
accident reduction

45%

less downtime

15%

lower carbon emissions



20%

greater range per charge in electric vehicles

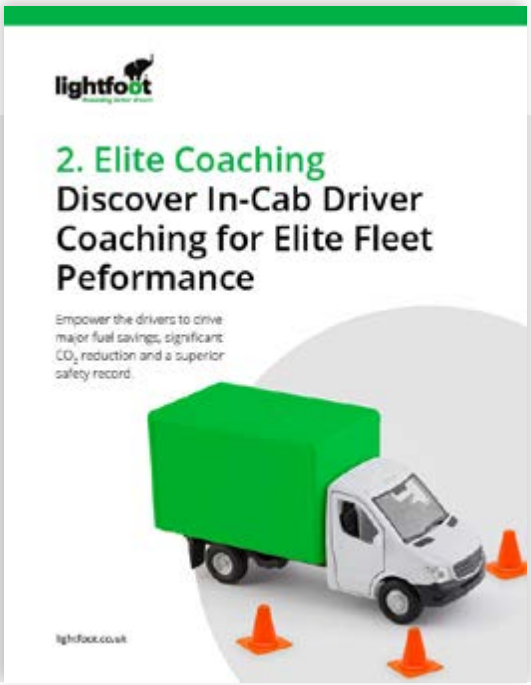
Take the next step to Elite Fleet Performance

The future of fleet management is here

In the fast-moving fleet industry, there's no time like the present to prepare yourself, your vehicles, and your drivers for the demands of today and tomorrow. Having accurate, intelligent, proactive technology on board is an excellent start.

Next, it's time to explore how you can use tech-enabled strategies to coach your drivers, rapidly unlocking major performance improvements and cost efficiencies.

Discover that in the next guide: Elite Coaching.



Key takeaways

- As new fuels, vehicle types, technologies and market conditions continue to change the fleet industry, it's vital for fleet owners to gain accurate data to optimise driving and make fuel and carbon efficiencies.

- There are numerous fleet technology solutions on the market, but these too often lack accuracy, detail, and a wider training strategy underpinned by positive driver engagement.

- Telematics and other solutions work retrospectively, and as a result fail to have any real impact on driving styles or cost reduction, simply reporting problems that have already occurred.

- Lightfoot offers a more intelligent approach to fleet technology, providing highly accurate real-time driving data, and user-friendly in-cab coaching to anticipate and prevent emerging issues, rather than simply reacting to them.

Take your fleet performance up a gear with the next guide in the series:

Elite Coaching

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