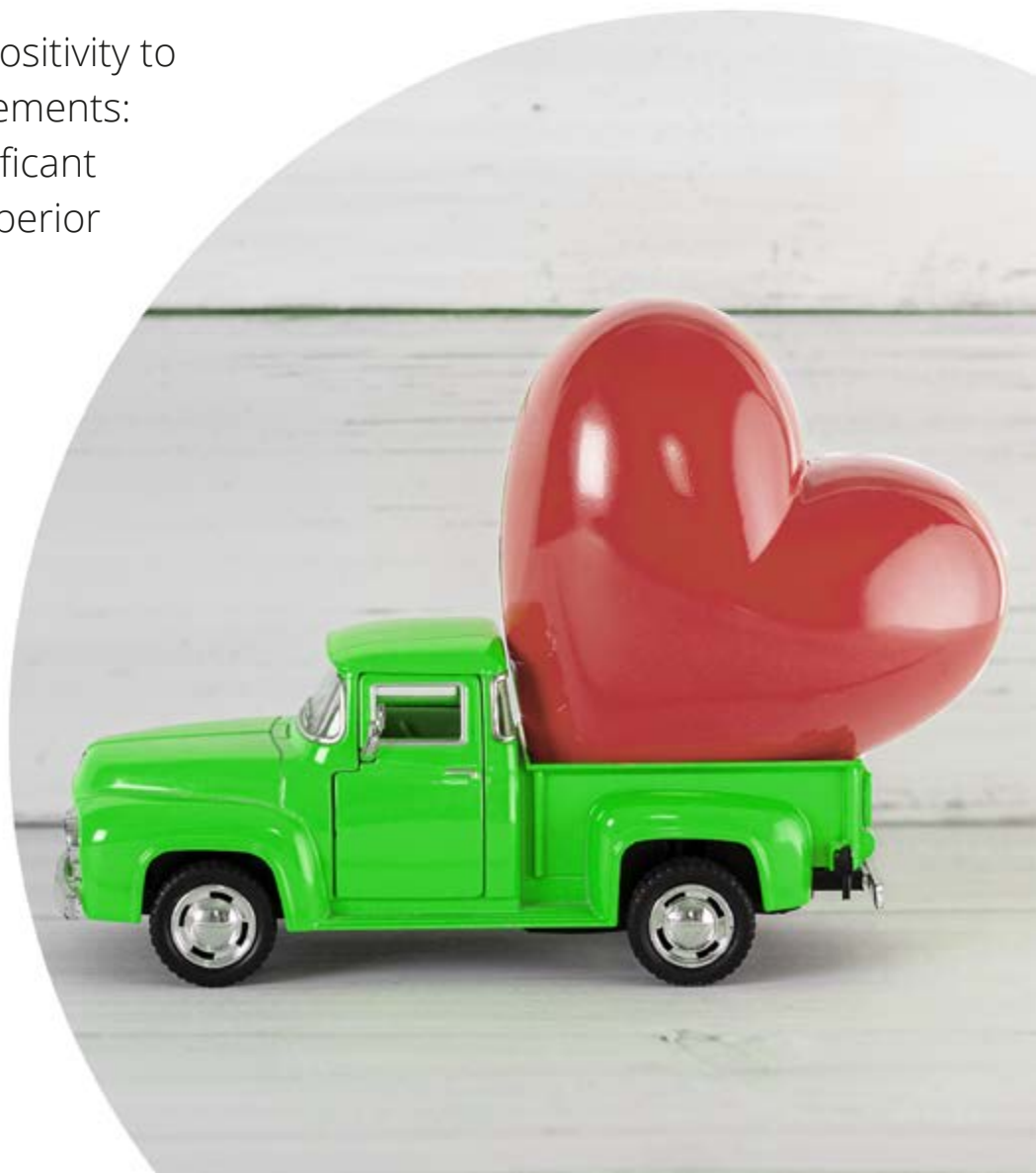


# 3. Elite Engagement

## Engage and Reward Drivers for Lasting Elite Fleet Performance

Harness the power of positivity to drive long-term improvements: major fuel savings, significant CO<sub>2</sub> reduction and a superior safety record.





This is the third in a series of guides on how to achieve **Elite Fleet Performance**: major fuel savings, significant CO<sub>2</sub> reduction and a superior safety record.



**Elite**  
Technology



**Elite**  
Management



**Elite**  
Coaching



**Elite**  
Results



**Elite**  
Engagement

# Why fleets need to focus on driver engagement

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In the last guide (Coaching), we highlighted the importance of the right driver coaching for fleet managers and operations directors looking to support their fleet in collectively achieving major fuel savings, reduced carbon emission and a superior safety record, through better driving practices.

Ultimately however, while the right training technologies and programs can make a significant difference to fleet performance, they can only be as effective as the principles that underpin them.

One principle that is all-too absent in the management of many vehicle fleets is positive driver engagement.

Driver engagement matters, and as we will go on to discuss, it can represent the difference between a brief uptick and a lasting positive change.

## Fleet problems **are persisting**

Many of the training and coaching solutions available on today's market show improvements to driver behaviour shortly after their implementation.

But the problem is that these improvements are often very temporary. The typical picture is short-lived changes in driver attitudes, practices or behaviours which quickly taper off before things eventually return to normal.

This means that despite their best efforts to make things better, many vehicle fleet managers find themselves back where they started, with the same problems as before.



“Most follow-up studies show that any psychological and behavioural effects found immediately after skills-based training have worn off within one to three months. In short, drivers’ previous habits often reassert themselves over this timescale.”

[Lisa Dorn, Associate Professor of Driver Behaviour at Cranfield University](#)



According to [research into driver training and assistance systems](#), **“Driver training schemes and eco-driving techniques can reduce fuel consumption by 10%, but their effectiveness depends on the willingness of drivers to change their behavior, and changes may be short-lived.”**

From the perspective of operations and finance directors, this means that investments in training intended to enhance fuel efficiency, reduce emissions, improve safety records and lower insurance premiums will deliver a limited return over time. Constant top-ups are likely to be required, resulting in ongoing cost and disruption to normal operations.

The transition to electric vehicles (EVs) will only compound this issue, as [driving style is one of the major influencers](#) on energy consumption by EVs. Therefore, those fleets that are able to achieve permanent improvements in driving efficiency will spend less on electrical charging fees.

# Training vs Engagement

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So the question is, how can those with responsibility over fleets hope to support positive and sustained changes to driving behaviours and practices?

And more importantly, how can they ensure that these changes last? For starters, we can say fairly confidently that traditional training initiatives alone are not enough to move the dial.

If you want to attain genuine performance improvement that lasts, your focus has to be on the positive engagement of drivers: an ongoing process rather than a series of one-off training events.

That's the key to lasting improvements, as ultimately, achieving Elite Fleet Performance is about influencing long-term changes to behaviours and attitudes.

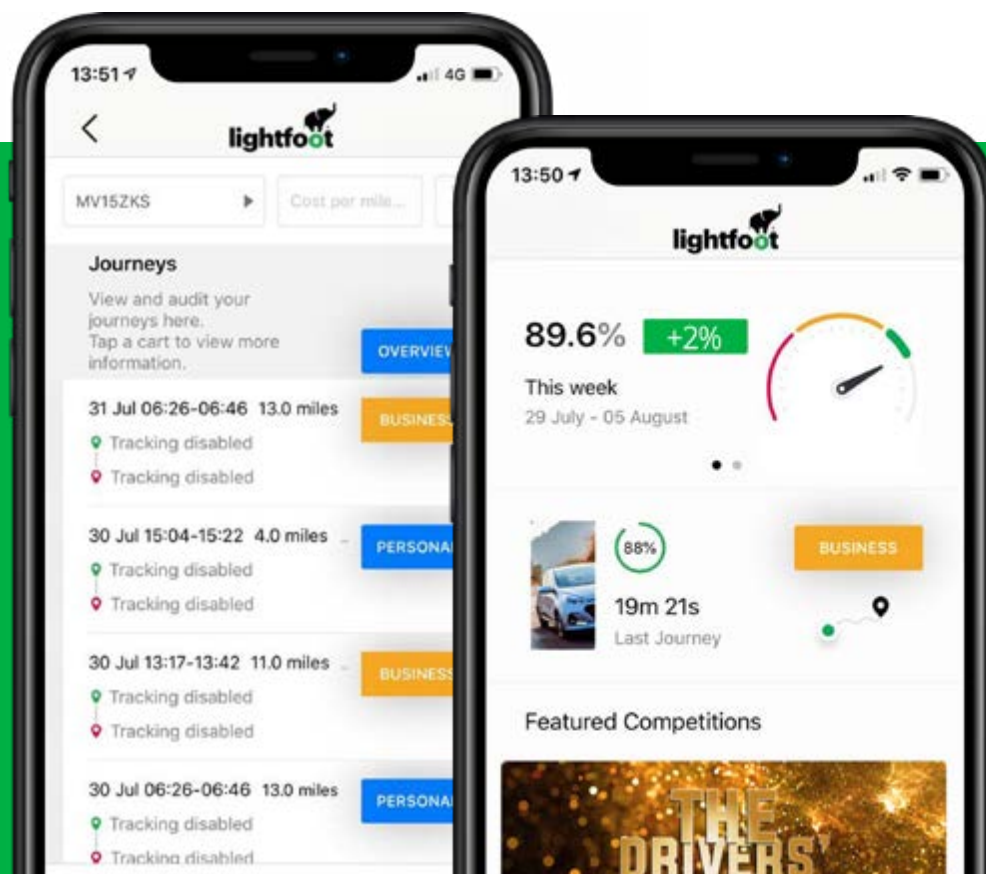
This is the difference between simply training or managing employees, and engaging them.

# The need for genuine cultural change

If those in charge of vehicle fleets want to strategically change how their drivers are performing for the better (and reap the benefits that come with that), then they need to make better performance an easier, more enjoyable and more attainable goal.

This involves establishing a motivating and even slightly competitive culture of self-improvement, motivation and high performance.

The working culture should make them want to do better, rather than making them feel dictated to by orders 'from on high'.



## The problem with current methods of driver engagement

As we've established, the changes that are seen following driver training and coaching programs are often temporary.

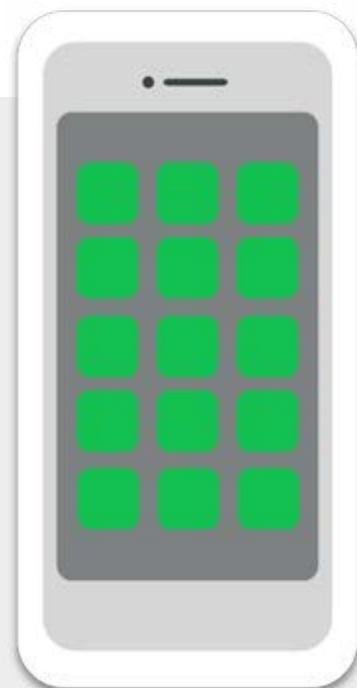
Equally, statistics give a bleak picture of driver engagement with systems being used to track and supposedly improve fleet performance, such as telematics 'black box' technologies. Figures show that less than 5% of drivers engage with typical telematics apps because there is no incentive to do so.

This is how seemingly promising investments in fleet performance enhancement can lead to poor results and serious financial losses, especially if they are not implemented with the right strategic considerations in mind.

Less than

# 5%

of drivers engage with typical telematics apps because there is no incentive to do so.





# Fleet owners need to start managing people, not vehicles

Most fleet managers know that things are changing, and that a more effective approach may be required to enact real lasting changes in driving behaviours.

In fact, there are several issues that are compounding the driving problems experienced by many of today's vehicle fleets.

Some are problems with the current methods of driver engagement, while others are contextual issues preventing senior staff from making better driver engagement a reality.

## **Most driver engagement is reactive and fragmented by design**

Most training systems, technologies and approaches are usually applied retrospectively in response to an accident or incident that has already happened or in order to correct past displays of undesirable driving behaviour.

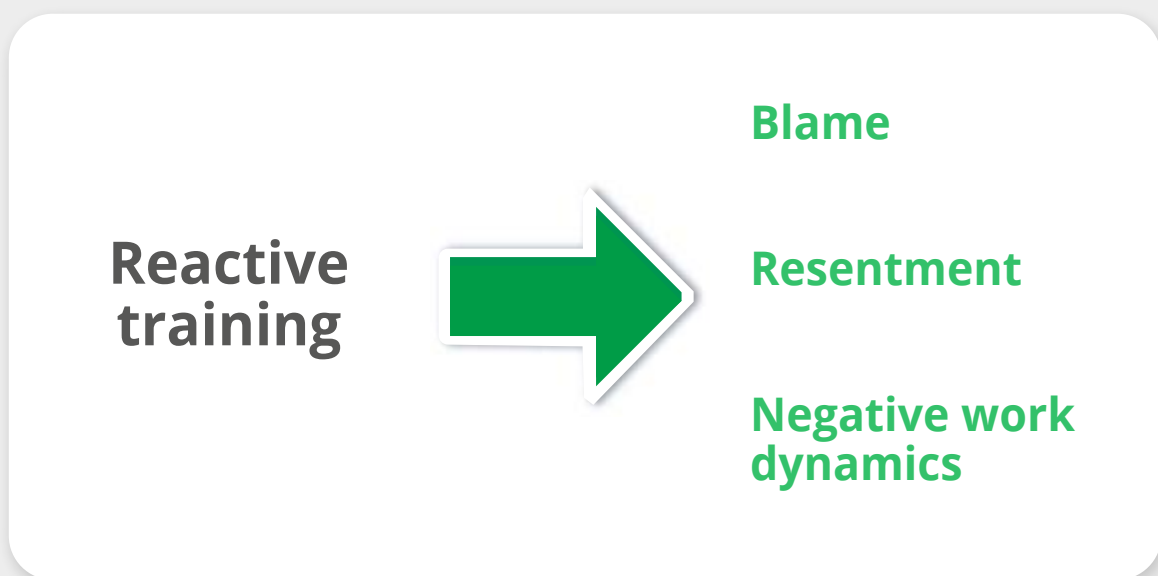
They fixate on problem events that have already occurred rather than encouraging drivers to uphold better standards on an ongoing basis.

## **This can create resentment within teams**

The knock-on effect of reactive methods of training or coaching drivers is that they can easily foster resentment towards senior management, and negative working dynamics overall.

Centring training and coaching around a model of cause-effect or problem-solution means that training is only conducted in a negative light, and can reinforce the idea that someone must be to blame following a crash, road traffic accident or other occurrence.

To the driver on the receiving end, it will often feel more like a form of punishment than something carried out constructively to support wider team improvements.



UK fleet managers  
spend some

**32 hours**

on routine administration  
every month.



### **Drivers need consistent, attentive support**

UK fleet managers spend some [32 hours](#) on routine administration every month. Considering this in addition to the typical workload of a fleet manager, it's safe to assume that many people in charge of vehicle fleets struggle to find the time needed to personally support and encourage the improvement of their drivers on an ongoing basis.

Ultimately, for training to be effective it needs to make better driving style the preferable option. This is to be achieved by making it easier, more enjoyable and a norm that is culturally embedded and upheld by drivers who aspire to perform as well as (or better than) their colleagues.

This can't be achieved through a reactive, fragmented process, and especially not a punitive or remedial approach which breeds a sense of failure and resentment.

# How to engage drivers the right way

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For driver training and coaching to facilitate lasting improvements to driver attitudes, performance and levels of morale, it must be built on principles of encouragement, positive reinforcement, and true driver engagement.

The Lightfoot approach engages drivers the right way by encompassing all of these things.



**Compared to less than 5% for telematics apps, 60% of drivers engage with the Lightfoot app**

The Lightfoot system is built to support happy drivers, using a combination of smart in-cab technology and ongoing rewards and incentives that serve to sustain the best driving style in the long run.

# THE DRIVERS' LOTTERY



## Weekly Drivers' Lottery

Drivers who achieve an 'Elite' score (85% or above) can enter into an exclusive prize draw, where hundreds of cash prizes up to £200 are given away every week. As long as a driver has reached elite standard that week, they can enter for their chance to win. Lightfoot maintains the probability of winning each week at 1-in-10, so every driver has a real chance.



## Competitive league tables

A sense of healthy ongoing competition amongst colleagues supports a more motivating and dynamic working environment. Drivers can see how the rest of their team are performing and aspire to surpass their position on the leaderboard.



## **A self-managed approach to improvement**

Drivers take control of their own performance, making tangible improvements without management intervention. This creates happier, higher-performing drivers in the long term, while ensuring time-poor fleet managers are not placed under more pressure.

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## **Lasting improvements in driving**

The Lightfoot system transforms driving style permanently, raising and sustaining performance by rewarding drivers, engaging them in a wider community, and embedding positive encouragement and support within your organisational culture.

**Drivers who engage with the system have been shown to attain 10% higher performance scores than those that don't.**

The overall result is a positive, measurable impact on driver safety, efficiency and happiness.

# Bates Office Services is saving £6000+ each month

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Bates Office Services, one of the country's leading office supplies and services providers has installed Lightfoot across its fleet of 60 vans.

They are now seeing fuel savings of between £6000-£7000 each month, as well a significant fall in accident numbers, down from 15 over 12 months, to just one in five months.

Commenting on the difference that Lightfoot has made to the performance of their fleet, Ben Hensby, Operations Director for Bates Office Services, said:



“In a very quick space of time there was a real buzz around it. Even the drivers that you thought were good have opportunities to improve and now, given the rewards app, they have the incentive to be better too. I can categorically see an improvement in driver behaviour.”

# Lightfoot holds the key to Elite Fleet Performance

With just 2 weeks of using the Lightfoot system, up to 80% of your fleet can achieve Elite Performance—meaning major fuel savings, high carbon efficiency, and a superior safety record.

Lightfoot has been proven to deliver up to:



**15%**

mpg gain



**40%**

accident  
reduction



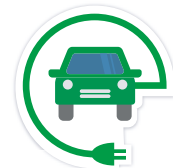
**45%**

less  
downtime



**15%**

lower  
carbon  
emissions



**20%**

greater  
range per  
charge in  
electric  
vehicles



# Take the next step to Elite Fleet Performance

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## Fleet management is changing.

Now you know how to deliver lasting improvements to driving style, it's time to transform how vehicle fleets are managed, for the better.

Discover how fleet managers can establish proactive prevention of issues and earn back some of their time in the process.

Learn more in the  
next guide:  
Elite Management.



**4. Elite Management**  
Harness Automation,  
Proactivity and  
Positivity for Elite Fleet  
Performance

How to implement a self-managing system and achieve major fuel savings, significant CO<sub>2</sub> reduction and a superior safety record



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# Key takeaways

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➤ If managers and directors want to achieve major fuel savings, reduce their carbon emissions, and achieve a superior safety record, they need to go beyond reactive training methods.

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➤ Many of the training solutions available show temporary improvements but drivers' previous habits often reassert themselves within a matter of months. Fleet managers need to positively engage their drivers if they want to create lasting change in performance.

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➤ Many approaches to fleet training and coaching currently are not conducive to long-term improvement.

- They are fragmented and reactive
- They often create negative working dynamics within teams
- Managers lack the time and capacity to provide the in-depth support needed

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# Key takeaways

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- Lightfoot engages drivers in the right way
  - The system is built on principles of encouragement, positive reinforcement, and true driver engagement.
  - By using a combination of smart in-cab technology and ongoing rewards and incentives, it works to sustain the best driving style in the long run.
  - Rewards, incentives and healthy competition motivate drivers to want to do better.
  - Lightfoot empowers drivers to improve their own performance with less management intervention.





## 4. Elite Management Harness Automation, Proactivity and Positivity for Elite Fleet Performance

How to implement a self-managing system and achieve major fuel savings, significant CO<sub>2</sub> reduction and a superior safety record



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s have added to

challenging time across s, with **51% of fleet reporting significant cuts** in operational budget as a result of the coronavirus pandemic.

Fleet Professionals publicly urged "positive use" of their time, and to start shaping the future shape of their fleet.

To prepare for the disruption of pandemic present as before.

and other road users safe, fuel controlled, and vehicle fleets need to prepare for a greener future, by achieving

more environmentally-friendly levels of fuel efficiency.

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Empower a workforce of self-managing  
drivers with our next guide:

# Elite Management

[Download eGuide](#)

[or Book a Meeting Now](#)