

ULTIMATE GUIDE TO CREATING A SUCCESSFUL DRIVER REWARD PROGRAM

With driver retention still an issue within fleets, it can be hard to correct unwanted behaviour in drivers. Software, such as AssetWorks Telematics is a great way to determine where driver behaviour needs improvement, but data is useless if driving styles are not addressed and corrected. Combining driver recognition and reward programs with your fleet solution will increase driver efficiency, decrease potential liability, and reduce additional turnover.

When creating your driver reward program, these four components should be included to see the desired outcome:

1 Metrics

With different software and assets come different data. Having data is not a bad thing if you are focusing on the correct metrics. AssetWorks Telematics provides driver scorecards so managers can visually see where each driver can improve, making it easier to correct unwanted behaviour.

2 Leaderboards and Awards

Sometimes the motivation to be the best and beat their co-worker's scores is all it takes to improve driver behaviour. With data-informing leaderboards, you can sit back and watch the improvements week after week. To take it a step further, offering additional rewards to drivers' salaries and recognition is an easy way to encourage drivers to make better decisions on the road, but how do you determine how much to reward drivers?

A weighted scorecard, based on a range of important factors, is a fair way to determine a driver's payout. Saying they can miss out on a bonus because of one incident does not motivate them to practice safe behaviour for the remainder of the bonus period. If a driver has the chance to still receive a reward, even after an adverse incident, they can still choose to do well in other areas: hard braking, idling, or speeding- so they can still receive some type of reward.

3 Communication

Telematics scorecards offer fleets the analytics and data to present drivers with a balanced evaluation. Scorecards do not only show drivers where they are performing poorly but also highlight trends and show where they are improving over time; motivating some friendly competition. This competition will help sustain continuous improvements, so fleets continue saving money and seeing safe driver behaviour.

Showing drivers not only where they are performing poorly but also where they are performing well helps motivation and support retention efforts. Top performers should feel appreciated if managers want to keep them in their organisation.

4 Continuous Monitoring

Once a driver corrects an unwanted behaviour, the job is not over. The benefits your fleet sees from the improved behaviour will not continue with ongoing monitoring, the same goes for bad behaviour. Good performers need to feel appreciated by managers; just as much as low performers need instruction.

Now What?

Since you now have a plan on how to conduct your driver's reward program, it is time to get started. To have a successful outcome, you must have your scorecards available.

AssetWorks Telematics offers a GPS/telematics solution so managers can receive updates in real-time to reduce the chances of dangerous events. This data is then generated into a scorecard report so managers can easily keep track of driver performance- making for a successful driver reward program.

For more information on what technology AssetWorks offers, please visit www.assetworks.co.uk.