

Driving value with **improved driver behaviour**

The way your drivers behave behind the wheel can have a huge impact on your fleet costs, from fuel consumption to insurance premiums. Your goal is to reduce fleet expenses while enhancing the safety of all company car drivers. So what can you do to make a difference?



1

Measure and report on unwanted driving behaviours

Risk assessments and in-vehicle telematics can offer invaluable insight into driving styles and behaviours, helping to pinpoint those currently pushing up your fleet's variable costs.

2

Identify the root causes

Knowing where you're wasting money is great. Knowing why is even better.

Look to identify the root causes of wasteful driving behaviors, and target your training and preventive measures accordingly. For example, is driver tiredness a regular cause of damage to your vehicles? Or a simple lack of parking skills?

3

Prioritize the most urgent areas for your business

Your next step is to figure out which root causes to address first. You may want to prioritize 'easy wins,' or go straight for the issues causing the greatest risk and cost within your business. Every company is different, and so is the right path forward.

4

Evaluate your course of action

Responding in the best possible way could mean a new program of online, in-person, or behind-the-wheel training. It could mean new driver incentives. Or it could mean all of the above.

Tailor your program based on the nature of your fleet, your company culture, and the seriousness of the issues. Remember to report on participation and progress.

Looking to improve driver behaviour? We can help! Ask us about our Driver Training Program.