



Geoffrey Bray, Chairman

Driver training. It is worth it... £

It's fairly straight forward, driving recklessly or unsafely puts the driver, and other road users, at risk. But do your drivers understand why their behaviour and attitude affects the safety of their driving?

The purpose of driver training is to educate drivers on best practices, and to prevent crashes and driving mishaps. After completing driver training, statistics show a reduction in driver-influenced costs, better fuel consumption, greater compliance, reduced insurance premiums, reduced vehicle maintenance costs, fewer incidents and breakdowns.

But equally as important is offering the driver support and the opportunity to develop, to encourage them to look after their physical and mental health, to create a positive working environment, where they feel valued – because this, in addition to the cost savings, will create an increase in performance and efficiency, less sick days and better staff retention, bringing even greater financial benefits, but more importantly building a safer, driving culture for your drivers.

Driver training will help to improve driving skills and promote safer practices, but how do you ensure these improvements continue and do not diminish over time?

The key to on-going driver development is to continuously

support the driver. Have measures in place to pick up on behavioural changes which may negatively impact their driving and then initiate actions to minimise the potential risk.

Fleet Service GB has created a revolutionary driver support programme, which is fully automated and integrated, and dedicated, to improving individual driving skills and ability.

“ Drivers need continuous development and support.

Achieve Driver Continuous Learning individually assesses the driver, providing help to address any strengths and weaknesses in behaviour which can be supported with the correct level of on-going training for improvement. The

programme takes feeds from multiple sources, internal and external, to analyse data and provide a series of bespoke, continuous development interventions.

Importantly, Achieve Driver Continuous Learning ‘engages’ drivers by providing them with meaningful and simple messages through various media including digital, in-vehicle, and workshops. The continuous support for drivers is key to creating a positive culture, affecting driving attitude and performance, ultimately improving safety and operational efficiency.

A snapshot of the benefits:

- ▼ Fully engaged ‘drivers’
- ▼ Reduced fuel consumption (ICE vehicles)
- ▼ Increased range capacity (EV’s and Hybrids)
- ▼ Better driven vehicles leading to increased residual values
- ▼ Reduction in wear and tear
- ▼ Less stressed, calmer drivers
- ▼ Better driver retention
- ▼ Less ‘speeding’ and other driving offences
- ▼ Better brand representation to the ‘public’

If you would like to know more about Achieve Driver Continuous Learning, please contact marcus@fleetservicegb.co.uk or call 03332 200 507

Achieve Driver Continuous Learning



Save money or save lives? You don't have to choose

A driver's safety should never be compromised. But at what cost to you?

- ▼ £9.60 return on every £1 invested
- ▼ 45.9% reduction in driver influenced costs
- ▼ 50% reduction in insurance claims
- ▼ 18.9% reduction in at fault accidents†

† Client data from 2022-2023 financial year

Implementing a driver management programme is a cost, but the return on investment using Achieve Driver Continuous Learning, means you will save money.

Achieve Driver Continuous Learning is revolutionising the way drivers and vehicles are managed, considerably enhancing individual driving skills, reducing crashes and incidents, cutting related vehicle operating costs and significantly improving driver wellbeing and productivity.

- Driver safety
- Compliance
- Reduced driver-influenced costs

Continually supporting the driver, will continually improve behaviour and attitudes.

All areas of the programme are integrated – driver information, vehicle checks, maintenance reports, fuel consumption, garage feedback, training modules, guidance resources, onboard telematics – all feed into the Achieve Hub which analyses and produces comprehensive information supporting the management of individual drivers and vehicles.

The programme provides timely and appropriate interventions for drivers who display behaviours which may need support – plus comprehensive reporting to ensure informed operational decisions can be made.

- Return on investment
- Never outsourced, fully integrated
- Award winning service

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