



How real-time coaching and gamification is driving results for fleets

Lightfoot was built on one powerful insight: technology alone doesn't change fleet performance. People do. The biggest variable in vehicle efficiency isn't the vehicles themselves, it's how they are driven. Instead of trying to force improvement through monitoring and penalties, we realised that the focus should be on empowering drivers – motivating them to succeed, recognising consistency, and rewarding great driving. From the outset, Lightfoot has championed a simple belief: when drivers feel engaged, supported, and valued, fleets perform at their best.

That's why we pioneered driver gamification long before anyone else, making drivers the heroes of fleet transformation, not the targets of fleet control.

Driver-first thinking meets proven fleet results

For years, traditional telematics has been built on retrospective feedback, black-box data, and disciplinary action. But these methods rarely shift culture, and improvements don't last.

Lightfoot turns this model on its head. We combine real-time, in-cab coaching with a rewards-driven driver app, creating a high-performance culture based on motivation rather than monitoring.

Every driver understands how they're performing in the moment. They see their score after every journey and crucially, they are recognised and rewarded for improving, week after week.

From the early days... we recognised the huge benefit that real time driver feedback has to play in changing driving styles for the better. It's a world apart from retrospective telematics.

– Chris Georgiou,
Head of Compliance, Currys



How it works

Our in-cab coaching device connects to the vehicle, giving drivers instant feedback that helps them refine their driving style as they go – reducing harsh events, improving road safety, cutting emissions, and protecting vehicles.

Drivers work towards our Elite Driver standard – a weekly score of 85% and on average, 80% of drivers hit the target every week.

Elite Drivers can enter the Drivers' Lottery and Fleet Driver of the Year competitions, with rewards of up to £12,000, weekly giveaways, experience days, and leaderboards in the app.

The results

By empowering drivers rather than policing them, fleets are more likely to achieve lasting improvements:

- Up to 15% fuel savings – Lightfoot fleets saved more than £31 million in fuel last year
- Up to 15% lower CO2 emissions, preventing 36,488 tonnes of CO2 in 2023
- An 84% reduction in dangerous driving events
- 40% fewer at-fault collisions
- 46% less speeding incidences

These stats reflect a meaningful shift in behaviour, sustained over the long term.

Fleet success starts with empowered drivers. With Lightfoot, you create a working environment where every driver feels motivated, supported, and proud to perform at their best – leading to safer roads, reduced costs, and a more sustainable fleet.



DRIVING CHANGE STARTS WITH THE DRIVER

Lightfoot is redefining fleet management.

Combining real-time driver coaching, gamified engagement, and powerful fleet insights – putting drivers, not data, at the heart of performance improvement.

Scan the QR code to discover how Lightfoot can transform your fleet

lightfoot.co.uk



Scan the QR code to discover how Lightfoot can transform your fleet culture.