

POWER UP YOUR FLEET WITH GAMIFICATION

For too long, fleets have relied on outdated practices to manage driver performance – think retrospective feedback, disciplinary action, and training courses that take drivers off the road for days at a time. The trouble is, even if these methods result in positive improvements, the effects are often short-lived.

It's time for fleets to embrace a solution that prioritises driver mental health and wellbeing, creates a positive working culture, and delivers continual engagement and improvement: gamification.

PRESS START!

Gamification is the process of applying game-based elements (such as competitions, scoring systems, and prizes) to a workplace setting. This can help to incentivise desired behaviours in employees – for example, driving more safely and efficiently – by providing constructive feedback that increases motivation and improves performance week after week.

By gamifying the driving experience, fleets can create a positive culture where drivers feel appreciated rather than penalised. A positive culture is fundamental for the wellbeing of your team, as it can help to reduce feelings of stress and anxiety, thereby reducing accidents and vehicle downtime, as well as helping you to manage fleet insurance premiums. This is particularly important when you consider that 1 in 10 drivers cite work stress as the main cause of collisions.

LEVEL UP!

Lightfoot's award-winning gamification technology can help you accomplish all this in your fleet and more. Our advanced solution is comprised of two core components – the in-cab coaching device and the Lightfoot driver app.

By connecting to your vehicle's onboard computer, Lightfoot builds a true picture of how each fleet vehicle is driven, and coaches drivers accordingly. The device provides real-time feedback, ensuring drivers can correct their handling in the moment. This helps to prevent instances of dangerous driving and instil safer, more sustainable driving practices in your fleet, leading to lower emissions, reduced downtime, and less vehicle wear and tear.

Click to learn more about how gamification can transform your fleet.



POWER UP YOUR FLEET

lightfoot.co.uk

HIGH SCORE!

After each journey, drivers receive a score for their performance, with a weekly target of 85% to reach the Elite Driver level. Without the in-cab device, only 3% of drivers will routinely reach this standard of driving – with Lightfoot installed within the vehicle, 80% of drivers hit the target every week.

Drivers who achieve the 85% weekly score become eligible to **win exclusive prizes of up to £10,000** through the Lightfoot app, where they can regularly enter new competitions and giveaways.

Using our app, drivers can also monitor their performance and see how their score measures up against their friends and colleagues via the competitive in-app league tables.

WINNER!

Gamifying driving with Lightfoot helps you achieve incredible results in fleet savings, safety, and sustainability, and you can experience all this for yourself through a free trial. Our solution is proven to **reduce fuel consumption by as much as 15%** - this resulted in savings of over £31 million in fuel costs alone for our customers last year. Similarly, fleet carbon emissions are reduced by up to 15% as drivers learn to adopt a more efficient driving style, which saw our technology **prevent 36,488 tonnes of CO₂** throughout 2023.

When it comes to driver safety, the difference is huge. **Dangerous driving instances are reduced by 84%**, whilst fleets can expect to experience **40% fewer at-fault accidents** and **46% less speeding**, all as a result of real-time driver coaching paired with a driver rewards platform.

LEVEL UP YOUR FLEET



lightfoot
Rewarding better drivers

www.lightfoot.co.uk

