



Results+

Clear, Consistent Communication with Drivers is the Key to Driver Compliance

Better driver compliance leads to a better vehicle fleet

For the North American vehicle fleet of SUVs and light trucks belonging to a multinational conglomerate operating in the fields of industry, worker safety, U.S. health care, and consumer goods, the key to greater efficiency in 2021 was the person behind the wheel. If drivers could be persuaded to comply with fleet policies more consistently, the company would be better protected and could realize substantial savings.

To follow the fleet policy, drivers had to know it

To increase driver compliance, a strong communication strategy to the field was essential. A campaign of emails and monthly newsletters began; the “new driver” package went out even to existing drivers. It was clearly conveyed that fleet vehicle mileage would be checked monthly, and that MVRs (Motor Vehicle Records) would be checked for both drivers and partners. Drivers were notified when they exceeded spending thresholds for fuel use, car

washes, food, and other spending. And to ensure accountability, supervisors saw the same messages their employees saw.

Doing exactly what was asked of them

Clear and consistent communication produced dramatic results. “Open” recalls (not yet serviced) dropped 34% in just six months. Use of the [Wheels Mobile Assistant](#) skyrocketed 264%. Compliance with mileage logging and certification topped 95%. Usage of the Wheels Maintenance Assistance Program (MAP) network shot up 54%, saving the company \$45,360 up front—and preserving the vehicles too, as 99% were maintained on schedule. Furthermore, compliance with policy requirements for MVR checks and policy sign-off dropped from hundreds of non-compliant employees to zero non-compliant employees over the past 9 months. The client and Wheels proved that when it comes to increasing driver compliance, thoughtful engagement with the front line was the key to success.

PROJECT SERVICES: Wheels Mobile Assistant, Driver Safety, Maintenance

FLEET SIZE: 3,560

VEHICLE TYPE: SUV, Light-Duty Truck

INDUSTRY: Industrial

Savings/Improvements:

99%

of vehicles maintained on-schedule

100%

compliance

34%

decrease in open recalls