

Results+

A Driver App Campaign Results in Improved Driver Satisfaction While Freeing Up the Fleet Manager for Strategic Initiatives

An insurance company based in Northwestern, Pennsylvania, which emphasizes being readily available for its customers, faced a challenge in efficiently managing driver inquiries for its large fleet. The responsibility was shouldered by a single individual who was overwhelmed with repetitive questions, leading to a significant consumption of time. This process involved frequent coordination with their fleet management partner to resolve issues and communicate back to the drivers, resulting in inefficiency and lowered driver satisfaction, while also hindering the individual's involvement in more strategic initiatives.

Strategy: Implementing Mandatory Use of Mobile App

In collaboration with their fleet management partner, the company undertook a vigorous campaign to promote the use of the fleet management mobile app. The company enforced the app's usage as a mandatory practice among drivers. They employed various proactive strategies such as conducting live demonstrations, distributing one-page instructional guides, and providing regular updates on the app's functional-

ity. A system for monitoring feedback was established, including monthly reports on adoption rates and quarterly updates on non-users. The company also targeted communications during each order cycle, especially emphasizing the app's feature for checking vehicle status. This comprehensive approach was designed to highlight the app's benefits in simplifying processes and effectively addressing driver concerns.

Results: Increased Mobile App Adoption and Enhanced Driver Satisfaction

The implementation of this strategy led to a remarkable increase in the mobile app adoption rate, which soared from an initial 50% to nearly 90%, with a goal of reaching 95% by the end of 2024. Concurrently, there was a significant improvement in driver satisfaction. Additionally, the fleet manager experienced a 40% reduction in administrative time. This newfound efficiency allowed the fleet manager to redirect focus towards strategic initiatives that had been previously neglected due to overwhelming administrative demands.

PROJECT SERVICES: Mobile App, Fleet Administration

FLEET SIZE: 1,305

VEHICLE TYPE: Mid-Size SUVs

INDUSTRY: Insurance

Savings/Improvements:

90%

Mobile App Usage – up from 50%

40%

reduction in administrative time for the Fleet Manager