



7 quick ways to improve driver engagement

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Hello.

We are AES Fleet, an independent fleet management solution provider that helps businesses like yours revolutionise how they run their company vehicles by using the best technologies available. We deliver reliable, recognised and accredited results consistently.

This e-book will help you start your journey to streamlining and safeguarding your mobile workforce and assets.

The end result:

- Speed up business processes, generate efficiencies and reduce costs.
- Create certainty and reduce margins for error in information and data capture, increase safety, increase compliance and reduce risk.
- Have better Insight by having more access to information, better data and increased knowledge to support you in making rapid and informed business decisions.



Find out how we can help!

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1

Reduce paperwork

Supporting drivers in producing less paperwork and minimising error rates have significant advantages for the drivers and your business.

Reduces the Burden

By implementing streamlined processes and digital tools, we can significantly alleviate the administrative burden on drivers. This means they can focus more on their primary responsibilities of safe and efficient driving, rather than drowning in paperwork. Reduced administrative work enhances their job satisfaction and contributes to their overall well-being.

It's an Expectation in the Modern Digital Age

In today's digital era, efficiency and accuracy are paramount. Customers, regulatory bodies, and even employees expect businesses to embrace technology and reduce reliance on manual paperwork. By supporting drivers in this transition, we ensure your business complies with industry standards.

Increases Speed of Information

Digital solutions enable real-time data capture and sharing. This means that critical information, such as vehicle pre-use inspections, delivery updates, maintenance requests, and compliance records, can be transmitted instantaneously. This increased speed of information flow enhances operational agility, allowing drivers to make quick decisions and adapt to changing circumstances on the road.

Makes It Easier to Provide an Audit History

Maintaining accurate and detailed records is crucial for regulatory compliance and auditing purposes. By assisting drivers in producing clear, digital records, your business can more easily demonstrate its adherence to regulations and standards. This not only reduces the risk of penalties but also fosters trust among customers, partners, and authorities.

Helps Them Accurately Record Fuel Purchases

Accurate recording of fuel purchases is essential for managing operational costs and tax reporting. Supporting drivers in electronically or automatically tracking fuel expenses eliminates the possibility of manual entry errors. Moreover, it simplifies the reimbursement process, ensuring that drivers are fairly compensated for their fuel expenses.

In conclusion

The drive to reduce paperwork and error rates among drivers is not just a matter of convenience but a strategic move that can lead to improved efficiency, compliance, and overall job satisfaction. Embracing digital solutions in this endeavor is not only beneficial but also aligns with the expectations of the modern, technology-driven business landscape.



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Simplify vehicle defect reporting

Effective vehicle defect reporting is pivotal for fleet management as it enables timely intervention, preventing minor issues from escalating into major problems. Even seemingly insignificant flaws can quickly evolve into significant issues compromising vehicle performance, compliance, fuel efficiency, and lifespan.

A recent study by Venson reveals a concerning trend: approximately 33% of company vehicle drivers surveyed do not bother reporting minor damages to their employers. Particularly alarming is that this figure has doubled since 2017 when only 17% of drivers expressed this behaviour. This shift underscores the growing reluctance among drivers to engage in the reporting process.

The survey also highlights a disconnect between drivers and their responsibilities regarding vehicle maintenance. Astonishingly, 57% of respondents believe servicing and maintenance are solely the employer's responsibility. However, drivers should perform routine maintenance checks and promptly report issues. Fleet managers are legally obligated to establish systems for recording and rectifying vehicle defects to ensure workplace safety. This underscores the need for drivers to cooperate actively.

Furthermore, the survey reveals unsettling statistics: 24% of fleet drivers admit to ignoring dashboard warning lights, and 43% neglect to top up water coolants. Such neglect compromises safety and leads to costly breakdowns that could have been easily prevented with timely attention.

To address these concerns, it's imperative for companies to continuously educate

and sensitise their drivers about the significance of regular vehicle checks and inspections. The risks associated with negligence are related to safety and include soaring maintenance expenses and the possibility of vehicles being sidelined for non-compliance during roadside inspections.

Implementing a simplified system for regular vehicle checks can go a long way in resolving these issues. It's essential to recognise that the problem isn't solely attributable to driver irresponsibility but may also stem from inefficient or time-consuming defect-reporting processes. By streamlining this system, companies can empower drivers to take a proactive stance in vehicle maintenance, enhancing safety and cost savings.

In conclusion

simplifying vehicle defect reporting is a practical solution and a means of safeguarding drivers from prosecution, protecting their reputation, and preventing fines. It's a win-win situation that promotes safety and efficiency within any fleet management operation.



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Communicate information

Effectively communicating information to drivers is essential to ensuring their adherence to company policies and legislative compliance, particularly in health and safety. By providing drivers with instant access to vital contact numbers and centralised information can support their efforts:

Ensuring Compliance with Company Policies and Regulations

Compliance with company policies and legal regulations is paramount for the safety of drivers and the organisation. Giving drivers instant access to relevant information empowers them to make informed decisions and take actions aligned with the established guidelines. This proactive approach fosters a culture of responsibility and accountability.

Supporting Drivers with Key Contact Numbers

Drivers encounter many situations on the road, and having quick access to essential contact numbers can be a lifesaver. Providing them with contact details for windscreen suppliers, insurance companies, maintenance suppliers, and emergency contacts ensures they can swiftly address issues that may arise during their journeys. This not only enhances their efficiency but also minimises downtime in case of emergencies.

Facilitating Prompt Response to Emergencies

In emergencies, time is of the essence. Equipping drivers with instant access to emergency contact numbers can be the difference between a minor incident and

a major crisis. Whether it's a medical emergency, vehicle breakdown, or other unexpected situations, having these numbers readily available helps drivers navigate through challenging circumstances more effectively.

Promoting Awareness of Company Policies and Health and Safety Legislation

Drivers must clearly understand company policies and health and safety legislation. By providing easily accessible information on these topics, you ensure that drivers are well-informed about the rules and regulations governing their work. This helps prevent accidents and incidents and shields the organisation from potential legal repercussions.

In conclusion

Effective information communication to drivers is a matter of convenience and a critical component of safety and compliance. By providing quick access to contact numbers for various service providers and centralising information on company policies health and safety legislation, you create a supportive environment that enables drivers to operate efficiently, safely, and in accordance with all relevant regulations. This, in turn, benefits both the drivers and your business by minimising risks and enhancing overall performance.



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Demonstrate you care

Expressing genuine concern for your drivers' welfare and mental well-being is not only a compassionate gesture but also a vital aspect of responsible fleet management. To effectively demonstrate your care, consider implementing a regular practice of asking the following questions:

Ensuring Fitness and Alertness

Inquiring about a driver's fitness and fatigue level is essential in demonstrating your commitment to their well-being. Fatigue is a significant safety concern, and overly tired drivers pose a risk to themselves and others on the road. By routinely asking if they are fit to drive and free from fatigue, you emphasise the importance of safety above all else.

Promoting Visual Health

Good vision is a prerequisite for safe driving. Regularly checking whether drivers require sight tests is a proactive measure that enhances safety and contributes to their overall health. Preventing vision-related issues ensures safety and helps prevent headaches and discomfort, making the driving experience more pleasant.

Allowing Time for Vehicle Checks

Adequate time for vehicle checks before driving is crucial for ensuring the vehicle is roadworthy. By consistently asking if drivers have had sufficient time to conduct these checks, you emphasise the importance of pre-use inspections. This practice enhances safety and minimises the risk of breakdowns and delays, benefiting the driver and your business.

Provide Mental Health Support

Offer resources and access to mental health support services. The nature of the job can be stressful, and drivers may face unique challenges that impact their

mental well-being. Demonstrating a commitment to their mental health sends a powerful message of support.

Offer Training and Skill Enhancement

Invest in training programs that help drivers improve their skills, both in driving and in managing their overall health and well-being. This shows that you value their personal and professional development.

Create a Positive Work Environment

Foster a work culture that prioritises safety, respect, and open communication. When drivers feel valued and respected, they are more likely to take their responsibilities seriously and prioritise their well-being.

Recognise and Reward Safe Behaviour

Acknowledge and reward drivers who consistently prioritise safety and well-being. Recognition can be a powerful motivator and reinforces the importance of these values.

In conclusion

Demonstrating genuine care for your drivers' welfare goes beyond words; it involves consistent actions prioritising their safety, health, and overall well-being. Regularly asking these questions and taking concrete steps to support their physical and mental health create a workplace environment where drivers feel valued, safe, and motivated to excel in their roles. Minimising risks and enhancing overall performance.

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Incident preparation

Preparing your drivers for potential incidents is critical to responsible fleet management. It ensures their safety and helps protect your business's interests. To effectively prepare them for incidents and empower them with the necessary support and knowledge, consider the following measures:

Comprehensive Incident Management App

Equip your drivers with a user-friendly, all-in-one mobile application that includes incident management. This app should enable them to efficiently capture all essential evidence in a single, organised platform, such as photographs, videos, and witness statements. This simplifies the documentation process and ensures that crucial information is not lost or overlooked in the heat of the moment.

Effortless Report Generation

Provide your drivers with tools that make it easy for them to create incident reports. These reports should be intuitive and user-friendly, allowing drivers to provide accurate and detailed accounts of the incident. This streamlined reporting process saves time and ensures that essential information is documented promptly.

Contact Information for Insurance and Suppliers

Supply drivers with readily accessible contact numbers for insurance providers and accident management suppliers. In the event of an incident, having these contacts readily available ensures quick and efficient communication, expediting the claims process and any necessary repairs. This saves time and helps reduce stress and uncertainty for your drivers.

Confidence and Knowledge

Offer comprehensive training and resources to ensure your drivers are well-prepared and confident in handling incidents. This includes the practical aspects of documenting and reporting incidents and guidance on how to remain calm and composed during stressful situations. Confidence in their preparedness can significantly reduce anxiety and promote effective incident management.

Protection and Support

Make it clear to your drivers that they are supported and protected in the event of an incident. Emphasise that their well-being and safety are paramount and that your business is committed to assisting them throughout the process. This support can extend to legal help if necessary, ensuring their protection.

In summary

By implementing these measures, you prepare your drivers for incidents (often referred to as First Notification of Loss or FNOL) and provide them with peace of mind and a sense of security. They know they have the tools and knowledge to handle incidents efficiently, reducing stress and allowing them to focus on their primary responsibility of safe and responsible driving. In turn, this approach benefits your drivers, safeguards your organisation's reputation, and minimises potential liabilities associated with incidents.



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Remove 'blame' culture

Fostering a workplace culture that emphasises collaboration and learning over blame is crucial for the well-being and productivity of your drivers. By implementing measures such as Driver-ID, you can take concrete steps to remove the "blame" culture and enhance the overall work environment.

Evidenced Driver Mitigation

Driver-ID offers a robust system for mitigating driver behaviour and performance risks. It provides evidence of each driver's actions and responsibilities, allowing for a fair and data-backed performance assessment. Rather than placing blame when incidents occur, this system allows for a more objective evaluation of what happened and why, enabling informed decision-making and targeted improvement efforts.

Negation of Blame for Speeding or Offences

Driver-ID can be an impartial witness regarding potential speeding or other driving offences. Instead of assigning blame immediately, it offers a comprehensive view of driver behaviour, considering factors like road conditions and external influences. This approach promotes fairness and understanding, reducing the likelihood of drivers feeling unfairly blamed for infractions and fostering a culture of trust and transparency.

Promoting Accountability and Improvement

Removing the blame culture doesn't mean disregarding accountability. Driver ID enhances accountability by clearly recording driver actions and behaviours. This information can be used constructively to identify areas for improvement and

provide targeted training or support where needed. Drivers are more likely to take ownership of their performance when they know that their actions are analysed for improvement rather than simply for assigning blame.

Enhancing Driver Confidence

A blame-free culture and technology like Driver-ID can boost driver confidence. Knowing that they are supported and that incidents are not immediately met with blame reduces anxiety and stress, allowing drivers to focus on their responsibilities with a clear mind. This, in turn, contributes to safer and more efficient driving practices.

In summary

Driver-ID is a powerful tool for removing the blame culture from your business by providing a transparent and evidence-based approach to driver management. This approach reduces errors, negates unfair blame, and promotes accountability, trust, and overall driver well-being. It contributes to a positive work environment where drivers feel supported, valued, and empowered to improve performance.



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Make drivers feel involved

Involving your drivers in policy development is a strategy that fosters a sense of inclusion and yields numerous benefits for both drivers and the business.

Empowering Drivers to Shape Policy

When you include drivers in the policy development process, you give them a voice in shaping the rules and regulations that directly affect their work. This empowerment demonstrates that their opinions are valued and acknowledges their on-the-ground expertise. Drivers often have valuable insights into the practical aspects of their job and can identify risks that might not be evident from a purely administrative standpoint.

Minimising Risk Through Collaboration

By actively seeking input from drivers on identifying and mitigating risks, you create a collaborative approach to safety and compliance. Drivers are more likely to adhere to rules and procedures when involved in their creation. This collective effort ensures that policies are practical, effective, and tailored to the unique challenges faced by drivers in their daily tasks.

Enhancing Driver Compliance

By training drivers so they understand why rules are in place, they are more likely to take compliance seriously. They understand the rationale behind the policies and are more committed to following them consistently, leading to safer practices and fewer instances of non-compliance.

Mitigating Personal Risk and Ensuring Legal Compliance

By nature of their profession, drivers often encounter situations where personal safety is at stake. Let them help to identify and address these risks comprehensively. This proactive approach prevents drivers from putting themselves in harm's way and assures them that their safety is a top priority for the business; they are also more likely to be aware of and adhere to legal requirements and regulations. It also reinforces your commitment to providing drivers a safe and legally compliant environment.

In conclusion

Involving drivers in policy development is a multifaceted strategy that promotes a sense of inclusion, ownership, and responsibility. It enhances driver compliance, minimises risk, ensures legal compliance, and contributes to a positive organisational culture where safety and collaboration are paramount. This approach creates a win-win situation where drivers feel valued, and the business benefits from increased safety and reputation.



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Next Steps.

The improvement of your driver engagement by giving this a quick skim and then dumping it into a folder for "future reference" is nil.

If you're unaware or not taking advantage of the technologies that can simplify your fleet management processes, save time and reduce costs, we want you to PROMISE that you'll invest some time to discover more.

If you're a Fleet or Transport manager ready to get hands-on help from AES Fleet, book a free, no-obligation call now.

We look forward to speaking with you soon.

Whoever you are, AES Fleet can help



You look after company vehicles or driver safety along with all your other roles.



You're a dedicated fleet manager focused on safety and compliance for cars and vans.



You operate HGVs and you need an easier way to meet your O-Licence requirements.

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