



Alliance Healthcare UK & Lightfoot Improving efficiency through changes in driver behaviour

Efficiency, risk reduction and fuel expenditure are all issues faced by fleets on a constant basis. See how Alliance Healthcare have worked with Lightfoot to improve their performance across each of these areas.

As one of the UK's leading distributors of pharmaceutical, medical and health and beauty products, Alliance Healthcare operates a fleet of over 1,100 vehicles, travelling approximately 40 million miles every year, delivering medicines and other healthcare products to customers around the country.

Alliance Healthcare are committed to reducing the harmful emissions created by their vehicles. They are therefore working with Lightfoot to improve fuel consumption and help to create a safer, cleaner and greener fleet.

Alliance Healthcare has recently fitted Lightfoot devices across their entire fleet of vehicles to reduce emissions, minimise risk and reduce vehicle down-time – these benefits are all a proven result of the smoother driving style Lightfoot enables. Alliance Healthcare has chosen this technology to encourage employees to adopt a new improved driving culture that sees drivers as part of the solution. Instead of traditional black box technology that simply report on the driver to management, Lightfoot coaches them to be better and then recognises and rewards them for doing so. As a result, drivers are engaged with the product in a way previously unheard of within the telematics industry as they feel empowered to self-improve.

Lightfoot also takes the pressure off management to interpret and action data (unlike traditional telematics systems).

This is also beneficial to Transport Managers as they no longer have to go through large quantities of data and can instead identify those drivers who require assistance with improving their KPI score and support them accordingly. Businesses can now highlight the drivers who require support and can quickly and efficiently address problems and return to maximum efficiency.

Steve Love, the National Driver Development Manager, is introducing a number of 'Lightfoot Champions', who are also Driver Trainers within the business. They are given training and have access to the Lightfoot portal, and they work with the drivers who aren't reaching the required KPI, discussing with them their own performance score and ways they can improve. They also provide in-cab coaching with the drivers to achieve Elite Driver level. This training is given en-route resulting in no driver down time.

"Long term, we hope to see less wear and tear on the vehicles, including, tyres, brakes etc. We have also seen benefits with increased fuel efficiency. The feedback from the drives indicates no extra time is being added with some drivers reporting that, they are going longer between fuel ups, which is excellent. As a business, our fuel costs have been greatly reduced which adds up to a very significant saving over the course of a year and it helps with our mission to reduce our carbon footprint by lowering CO2 emissions by several hundred tonnes per year."

Steve Love (National Driver Development Manager at Alliance Healthcare UK)

Lightfoot has already improved the high driving safety standards set by Alliance Healthcare and has also had a significant impact on fuel consumption, which has been reduced by 12.4%. As a result of this reduced fuel consumption, Alliance Healthcare's fleet of vehicles has massively improved its carbon footprint, reducing harmful emissions (both NOx and CO₂) by 10-15%.



Lightfoot is also effective at engaging with the drivers, meaning they are empowered and, effectively, self-managing. It has a genuine impact on driver behaviour – according to Steve Love:

"For me, the thing I like the most about Lightfoot is the driver engagement. It has a true, accurate and instant effect on the driver, and it encourages better driver behaviour, empowering them to make their own decisions."

Steve Love (National Driver Development Manager, Alliance Healthcare UK)

There are a range of positive effects Lightfoot has on Alliance Healthcare UK – from the amount of wear and tear, which leads to reductions in downtime and saves a significant amount of money, to fuel efficiency, which has both an impact on the amount spent on fuel and emissions produced. Alliance Healthcare and Lightfoot are both passionate about improving the environment and ensuring no more emissions than absolutely necessary are produced.



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