



5. Elite Results

Excel at Fuel Efficiency, Driver Safety and Sustainability

Reap the rewards of a smarter fleet management approach: major fuel savings, significant CO₂ reduction and a superior safety record.





This is the fifth in a series of guides on how to achieve **Elite Fleet Performance**: major fuel savings, significant CO₂ reduction and a superior safety record.



Elite
Technology



Elite
Management



Elite
Coaching



Elite
Results



Elite
Engagement

The road to Elite Fleet Performance

Fleets that achieve what we call Elite Fleet Performance are excellent at reducing their fuel and insurance costs, enhancing sustainability and raising safety standards.

As covered in previous guides, this is achieved by taking a smart approach to:

- Technology
- Coaching
- Engagement
- Management

But the current telematics-led approaches used by most fleets are holding them back.

Here's a reminder of how each pillar works:



Technology

Vehicle fleets need technology that accounts for real-world vehicle and road dynamics and provides accurate performance data.

But many leading fleet management systems are outdated and not fit for purpose. Basic technologies are unable to account for vehicle load and road conditions, often flagging 'false positives' when assessing perceived aggressive driving.

Learn more in the Elite Technology guide [➔](#)



Coaching

Fleet managers and operations directors need a smarter approach to driver coaching. It needs to be practical and preventative, as well as cultivating lasting improvement through positive engagement.

Current methods of driver coaching tend to be disjointed and reactive, negatively impacting morale, and focusing on treating symptoms rather than root causes.

Learn more in the Elite Coaching guide [➤](#)



Engagement

Coaching must be built on consistent and ongoing support, positive reinforcement and true driver engagement.

Most mainstream fleet training solutions only show short-term improvements to driving behaviours. These results are typically short-lived and fall away soon afterwards.

If fleet owners and operators want performance improvements that last, they must engage their drivers in a meaningful way that includes team motivation, rewards and incentives.

Learn more in the Elite Engagement guide [➤](#)



Management

The majority of fleet managers are spending excessive hours on ineffective methods of driver training.

Meaning they lack the time to implement real performance improvements. Fleets need a way to grant drivers more autonomy over their own performance improvement, freeing up senior management to focus on enhancing their operations.

Learn more in the Elite Management guide [➔](#)

It's clear that vehicle fleet owners, operations directors and finance directors need to make a change. But influencing change can be difficult.

New strategies, approaches and systems need to be proven and quantified if they are to have any hope of securing buy-in from the right people internally. That's why this guide is all about the fifth pillar: Results.

Read on to find out how taking a smarter approach can deliver the results you need to achieve Elite Fleet Performance.

Higher fuel efficiency means major savings



For some vehicle fleets, fuel costs represent as much as 60% of their total operating expenses.

And until we reach a tipping point where the majority of fleets can adopt electric vehicles, this issue of fuel costs will continue to bite.

Alfonso Martinez, [Managing Director of LeasePlan UK](#) recently warned fleets to pay attention to these rising

premiums, but “rather than simply shrugging this off in an act of resignation...see this as a call to action”. By aiming to improve driver habits and performance levels, fleets can look to significantly improve their fuel efficiency, reducing the impact that fuel consumption has on their bottom line.

Lightfoot helps you save on fuel

Fleets that use the Lightfoot approach have been shown to achieve **15% higher miles per gallon**, thanks to its ability to reduce prolonged aggressive driving.

Lightfoot's smart in-cab coaching system alerts drivers in real time to habits that lead to fuel inefficiency—such as idling, harsh braking or

excessive acceleration—and actively supports a safer, smoother and more consistent driving style.

The Lightfoot approach has already helped numerous businesses cut their fuel consumption and operating costs, including Bates Office Services:



“Our fuel bill is one of the top four or five lines in our profit and loss, so to cut that by £6000-£7000 every month has made a huge difference to our business.”

Ben Hensby, Operations Director, Bates Office Services

Superior safety, affordable insurance

Combined factors such as changes in the [Ogden rate](#), rising vehicle component costs, and increases of vehicle theft have all led to consistent increases in insurance premiums for the past several years, even for fleets with a relatively clean claims history.

If fleets want to effectively control their insurance costs, they need to demonstrate that they have a robust risk management strategy and that their drivers are collectively striving for a superior safety record, by making lasting changes to their driving habits.





“One thing fleets can do to try and maintain or reduce costs is to show a really strong safety record. This is about more than just plugging in a telematics system that reels off figures after the fact, which typically creates too much data to manage effectively. Insurers are keen to identify the best risk-managed fleets and therefore look at measures taken to actively reduce incidents, rather than just tracking them.”

Stewart Osmond, Haulage & Logistics Director,

Willis Towers Watson

Plus, striving for a superior safety record is something all fleets should aspire to—as part of their duty of care to both their drivers and the public.

Lightfoot is endorsed by the insurance industry

Lightfoot has the support and endorsement of several major insurers including Allianz, Aviva, QBE and RSA. This provides a strong signal that the system definitely keeps your drivers safer and could even help to limit your premiums.

Using the Lightfoot system, vehicle fleets have been shown to achieve:

- 60% reduction in claims costs
- 40% reduction in accidents

Virgin Media used Lightfoot and found that their at-fault accidents dropped by **18-20%**, while Genus managed to completely eradicate incidents of dangerous driving from their fleet.

Reduced emissions for a sustainable future

In the ongoing struggle to address the climate crisis, reducing emissions from vehicles on a commercial scale is of paramount importance.

And as the alarming repercussions of that continue to make global headlines, vehicle

fleets are under enormous pressure from regulators and the general public to make a change. In the longer term, electrification of vehicle fleets is the most effective way to achieve this, but this is not currently viable for all organisations.



“Running out of battery charge is not quite the same as getting low on petrol or diesel. Having an accurate picture of your electric range is vitally important for journey planning.”

Andrew Leech, Fleet Evolution

For many vehicle fleets, striving for greater fuel economy is the most effective first step to control their environmental impact, and begin working towards a greener, more sustainable future.

Lightfoot actively slashes emissions

Thanks to its ability to dramatically cut fuel consumption, Lightfoot is a powerful tool for fleets looking to reduce their emissions.

In fact, Lightfoot has been proven to reduce the carbon emissions of vehicle fleets by up to 15%.

Put simply, it allows you to manage vehicles with a cleaner conscience. Plus, it's practical and cost effective.

Since implementing the Lightfoot system and approach, [Tesco Grocery Home Shopping](#) has saved **more than 7,000 tonnes of CO₂**, and expects to achieve even greater savings year on year as more of their drivers adopt the system.



“The Lightfoot app gives every one of our home delivery drivers real-time feedback on their driving style so they can make immediate improvements and reduce their emissions on every trip they make.”

Matt Rhind, Distribution and Fulfilment Transport
Director for Tesco



Electrifying the fleet: challenges old and new

Moving ahead, as fleets increasingly trial and introduce electric vehicles (EVs), they face some similar challenges to those of traditional ICE vehicles, as well as a few new ones.



Driving style

In many ways, electric vehicles place greater efficiency demands on the user than ICE vehicles ever have.

Differences in poor versus optimal driving practices can impact the range of an electric vehicle—how far it can travel on a full charge—by as much as 40%.



Charging needs and behaviours

Given the time and operational complexity involved in recharging, the question of 'how much is left in the tank' is more urgent and less flexible for electric vehicles.

To successfully optimise charging and achieve elite fleet performance, electric fleets will have to take into account various factors:

- Charging within certain hours can reduce energy costs by 60%
- Charging at some locations is more cost-effective than others.
- Charging must be incorporated into route planning and job allocation; forgetting to charge can write off the following day's productivity

How Lightfoot delivers elite fleet performance for electric vehicles

The Lightfoot system is uniquely positioned to address the challenges that come with managing electric vehicle fleets.

Live in-cab feedback to the driver encourages the optimal driving style for charge efficiency: prolonging battery life and reducing the recharging bill.

The Lightfoot in-cab device has been proven to increase electric vehicle range by up to 30%.

Lightfoot also:

- **Monitors battery degradation in EVs**
- **Alerts drivers with charge reminders when their battery falls below 20%**
- **Manages route planning to the nearest charging point**
- **Integrates with vehicle data to detect and prevent electricity theft**

All of this contributes to a stronger, future-proof system that will continue to deliver impressive results across your fleet as it evolves.

Minimising downtime for true operational efficiency

With margins often tighter than ever, maximising operational efficiency is another key objective for vehicle fleets.

Especially for those that want to remain competitive in the long term.

Vehicle downtime has been a historically overlooked source of financial loss for those responsible for owning and operating fleets.

[Findings from Ford Retail](#) found that SMEs operating 21-30 vehicles netted losses close to £30,000 in downtime, while

those with an average fleet size of 10 vehicle lost around £8000 a year.

In some cases, this was more than eight times the budget they had set aside for vehicle downtime. It's also very common for companies to under-budget for fleet maintenance costs.

The same research from Ford Retail found managing directors were spending up to 24 working days a year addressing the needs of their fleet, rather than driving growth.

Lightfoot reduces downtime and maintenance needs

By reducing prolonged aggressive driving and rewarding safer, smoother travel, Lightfoot helps to prevent vehicle wear and tear.

The knock-on effect of this is reduced operational downtime, as well as accidents and collisions, so vehicle fleets and

their managers can better account for these costs. City Electrical Factors (CEF) initially adopted the Lightfoot system to improve their fuel efficiency, but found the reduction of collisions and encouragement of better performance also had a knock-on benefit to their uptime.



“Downtime decreased from 2.01 days in 1.11 days in the space of two years. That’s a 45% reduction in the amount of time our vehicles are out of action, which equates to a six-figure annual saving.”

Ian Thorn, Fleet Operations Manager, CEF

Conclusion: Elite Fleet Performance is just around the corner

The key thing to take away from all of the above is that Elite Fleet Performance is possible. And it is within your reach.

The challenging combination of market conditions can make the idea of running a fleet that is more profitable, more efficient, safe, and sustainable, feel simply unachievable.

But once you understand the issues underpinning these challenges, and which systems and approaches can help you and your drivers to overcome them, the route to achieving Elite Fleet Performance

suddenly becomes much clearer. Despite the issues it faces, the commercial fleet continues to rapidly evolve. And while shifts towards different vehicles and fuel types are anticipated in the years to come, Elite Fleet Performance is something you can strive to achieve now.

By making a change today, managers and directors can lay the foundations for long-term improvement, and set themselves on the road to running a much safer, more sustainable and more successful fleet.

Key takeaways

- Achieving Elite Fleet Performance requires a new and smarter approach to Technology, Coaching, Engagement and Management.
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- New systems and approaches need to be proven and quantified to secure buy-in from the right people, so look for a system that delivers tangible results.
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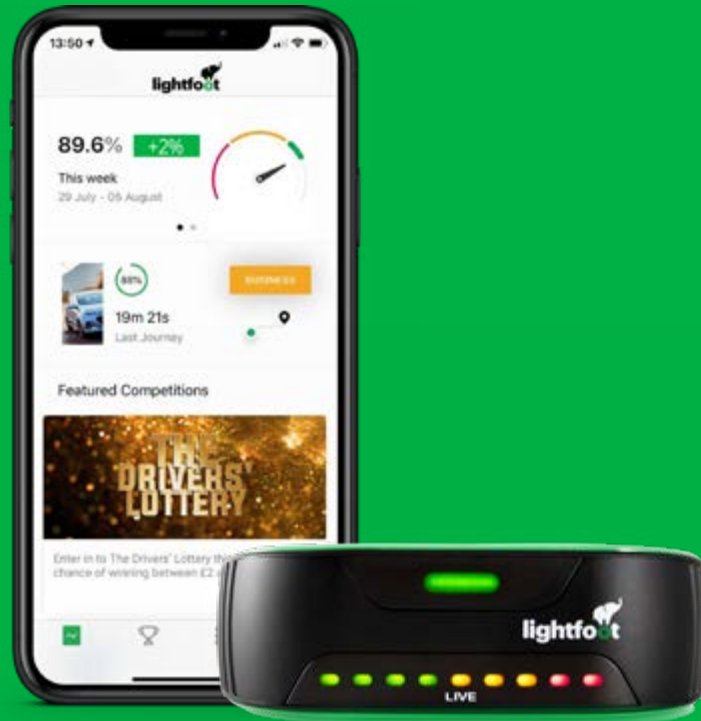
- Lightfoot helps fleets overcome the barriers to Elite Fleet Performance by:
 - Cutting fuel costs and promoting efficiency
 - Improving safety and helping to cut insurance costs
 - Significantly reducing CO₂ emissions
 - Minimising downtime, improving efficiency and reducing maintenance needs
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Key takeaways

- Elite Fleet Performance is something that can be achieved by all vehicle fleets. All it takes is knowledge of the challenges at hand, and the right approach.
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- By making a change now, vehicle fleets achieve impressive results today and lay the groundwork for future success.
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Want to see how the system works for yourself?

Book a Lightfoot demo today.

[Book demo](#)