

lightfoot®

Rewarding better drivers



“
It's like a fitbit for cars & vans
”



Customer Testimonials



1 The Technology

Lightfoot connects to the engine via the OBD (on-board diagnostics) port and constantly measures how efficiently it is being driven.

“ Lightfoot is an excellent device which creates a smoother driving style to keep our teams safe and ensure that our employees' welfare comes first.



“ The best thing about Lightfoot is that it's really interactive and visual. It is very easy for management to operate.



“ There is far more to gain from making your drivers more efficient than making your vehicles more efficient.



“ How could anyone not agree to a technology that reduces driver fault accidents by at least 50%?



2 The Psychology

Lightfoot gives the driver real-time verbal and visual nudges when they need to adjust their driving style.



3 The Motivation

Lightfoot turns efficient driving into a competition with scores, league tables, incentives and rewards for better driving.

Driver Testimonials

“ I love @Lightfoot_UK I drive more smoothly and I won a Cornish hamper for being an #EliteDriver #winner! #LightfootPrizes



“ I would encourage others to fit Lightfoot as it helps you to drive safely whilst saving you money on fuel. You just do it without thinking about it, it becomes a habit. Fleet Driver of the Year winner

“ I am more conscious of my driving and I actually found it quite easy to adapt to. All the engineers here think it's effective. Fleet Driver of the Week winner

“ Saved 10% @Halfords_uk today due to, and I quote, my 'elite driver status' thanks to @Lightfoot_UK!



4 The Result

Lightfoot helps drivers maintain a smoother driving style, which:

- Reduces accident rates by up to 60%
- Reduces fuel consumption and emissions by up to 20%
- Reduces vehicle downtime by up to 45%





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Overview

What is Lightfoot?

Lightfoot is an award-winning, government-supported technology that is making our roads safer, our environment cleaner and our fleet operations less costly. It works by giving drivers real time, in-cab coaching together with a platform of leagues and incentives to reward their better driving.

What are the benefits of Lightfoot?

- Proven to reduce claims value of 'at fault' accidents by up to 60%
- Fuel savings of up to 20%
- Reduced Service, Maintenance & Repair (SMR) Costs
- Makes rewarding and engaging with your drivers easy and straightforward
- Key Performance Indicators for safe and efficient driving within your fleet
- Simple, low administration reports can quickly identify drivers who need further attention.

Sustained driver behaviour change

Lightfoot delivers lasting behaviour change through the unique interplay of three basic components:

- Technology – Lightfoot listens to the engine and gearbox and constantly measures how efficiently the vehicle is being driven.
- Psychology – Lightfoot gives the driver real-time verbal and visual nudges exactly when they need to adjust their driving style
- Motivation – Lightfoot turns efficient driving into personal rewards, discounts and incentives.

Rewarding drivers

Lightfoot's Fleet Driver of the Week league awards a prize every week to a fleet driver who has exceeded Lightfoot's 'Elite Driver' level. Prizes include hotel stays, city breaks, supercar track days and race training with Nigel Mansell. These prizes are powerful incentives which fully engage drivers and further encourage safer, more efficient driving.

In addition, drivers meeting their KPIs in their work vehicles are entitled to discounts on their private car insurance at home.



Supporting managers

Lightfoot's simple emailed league table and optional Driver App are used to create competitions, reward good drivers and identify weaker performers.

Lightfoot offers vehicle tracking/telematics, Driver ID, predictive maintenance, vehicle management and personal/private mileage recording as optional extras.

Lightfoot not only makes a fleet manager's job significantly easier, it also rewards managers in the same way as it does drivers – with prizes!

'Lightfoot Fleet Manager of the Week' gives managers of 'Elite Fleets' the recognition they deserve.

Endorsements

Customers include FTSE 100 companies, public sector fleets, van operators and company car fleets.

In which vehicles can Lightfoot be used?

Lightfoot is designed for company cars and LCVs (up to and including 7.5T).

Lightfoot works with some of the smallest and largest fleet operators in the UK.

Price indication

Capex and Opex contracts available to suit all budgets. Please note that prices are subject to change and prices may vary depending upon specific circumstances.





Telematics and Tracking

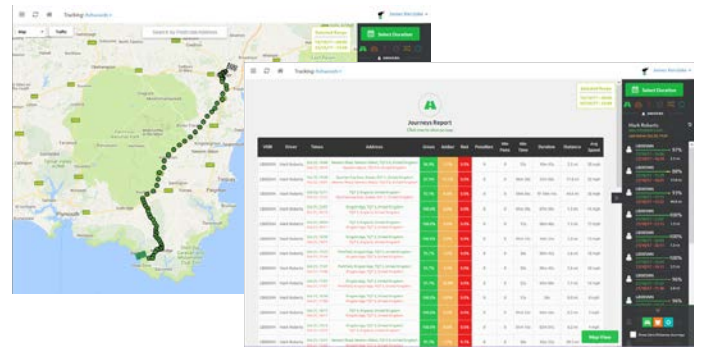
What is telematics and tracking?

Lightfoot's optional comprehensive and easy-to-use fleet management portal provides fully mobile access to critical fleet data, including:

- GPS tracking
- Full historical journey details
- Instances and duration of overspeed
- Geofencing
- Time-sheet verification

GPS tracking

Know where your vehicles are at all times - whether they are parked or in-journey. Their direction of travel, speed against road-type and how efficiently they are being driven will also be visible. Also, find the nearest vehicle to a postcode or address to assist with quick job allocation, and benefit from the ability to view real-time traffic conditions at the click of a button.

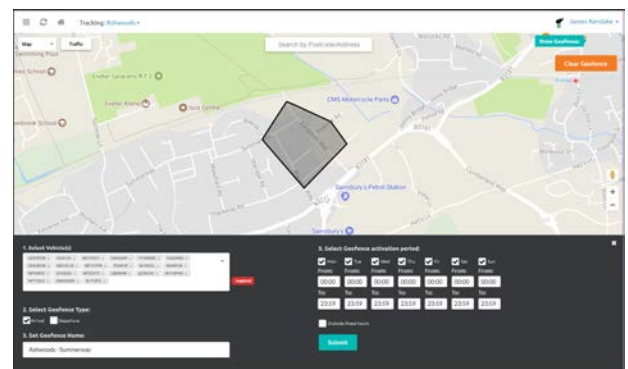


Full historical journey details

Lightfoot offers the ability to review historical journey details, giving start and stop addresses, distance travelled, average speed and journey duration - alongside the ability to replay each journey in map view, with harsh and overspeed events overlaid.

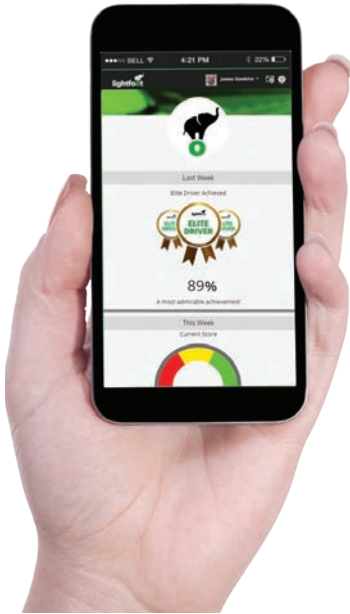
Geofencing

Create areas on the map enabling you to download reports based on all or certain vehicles either entering or exiting that area. Ideal for confirming when drivers have attended a customer or supplier site, or when they returned to their depot at the end of the day.





Driver Perks



Fleet drivers with personal accounts

Every fleet benefits from better drivers. Lightfoot not only gives drivers the tool to drive smoothly, but also rewards and incentivises them for doing so. This maximises your fleet's overall cost savings, emissions reductions and improvement in accident rates.

With Driver Perks your drivers will get a personal account, allowing them to:

- See their score and monitor their performance
- Receive special discounts and deals* (shown below)
- Enter weekly prize draws for Elite Drivers
- Create their own leagues
- Compete in Lightfoot Leagues
- Access their data via the Lightfoot app

(available on iOS & Android)



All drivers receive

- 10% off restaurants
- 20% off gym membership
- 50% off days out
- 10% off high street stores
- 25% off travel
- 15% off motoring

...plus over 80 other deals available



Elite Drivers also receive

- 20% off personal car insurance
- 10% off vehicle hire
- 10% off breakdown cover
- 15% off vehicle maintenance
- Free coffees
- Chance to win prizes...



Elite Drivers can win

- Meet and race Nigel Mansell
- Supercar driving experiences
- A "Pie a Week for a Year"
- GoPro HERO+
- Fitbit Blaze fitness trackers
- Dinner for two at The Shard
- SAMSUNG Galaxy Tabs

...plus many more



*Offers and discount rates may vary



Sponsored Leagues Package

Dedicated incentives for your drivers*

Whilst the Driver Perks are available to all drivers from all fleets and even consumers, Sponsored Leagues enables you to focus in on incentives for just your own fleet and workforce.

Customers signing up for this service will benefit from a dedicated Lightfoot team managing the whole package on their behalf to maximise the impact with minimal demands on management time.

- Dedicated weekly prizes for your drivers
- Content for internal/external PR
- Content on social media
- Dedicated customer support service
- Monthly newsletter to management
- Direct engagement with your drivers:
 - Social media
 - Weekly driver newsletters
 - Results & winners announced by email



* Requires Driver Perks Package



Vehicle Management

Comprehensive reporting suite

Stay on top of all routine compliance requirements and quickly act upon any faults affecting your vehicles with Lightfoot's comprehensive vehicle management functionality - giving you quick and easy access to all vehicle information through a single, user-friendly portal.

Service, tax and MOT report

Stay up-to-date with all the key dates and information related to the routine compliance and care of your vehicles, including due and expired status alerts

MOT History

Date tested	Mileage	MOT test number
24 October 2017	202,727 miles	6307 4554 6541

Fail

Reason(s) for Failure

- Offside Front position lamp(s) excessively deteriorated so that it is not visible from a reasonable distance (1.1.A.3.d)
- Offside Registration plate lamp not working (1.1.C.1.d)
- Steering column universal joint has excessive play (2.1.5)
- Nearside Rear Trailing arm rubber bush bonding deteriorated resulting in excessive movement (2.4.G.2)
- Nearside Rear Tyre tread depth below requirements of 1.6mm (4.1.E.1)

Advisory notice item(s)

- Offside Front Shock absorber has slight corrosion to the casing (2.7.2.a)
- Offside Front Tyre worn close to the legal limit (4.1.E.1)
- Offside Rear Tyre worn close to the legal limit (4.1.E.1)
- Nearside Rear coil spring corroded (2.4.C.1b)

First Notification of Loss (FNoL)

FNoL is an addition to the Lightfoot portal that alerts fleet managers in real-time to potential impacts or RTCs involving their vehicles.

Portal users receive a live notification when there is a suspected incident, which generates a report detailing information on the event. This includes a graph of detected g-force and information on the speed of the vehicle at the time, the direction and severity of the impact and the location of the incident (if tracking is enabled).

The functionality allows for the fast recovery of both driver and vehicle, minimising the total claim cost and helping to make the details – and cause – of the incident clearer.

Vehicle profile and fault reports

Receive vehicle fault code alerts through the portal, enabling you to schedule vehicle maintenance ahead of breakdown and ensure your vehicles remain safe and productive.

Vehicle Profile

7YKMD2 Value BC39 ACTIVE AMB2 DS_AE1D

Mileage: 108000
Driver name: Simon/Robbie
Keeper: Ashcroft
Sub Account: lightfoot

VIN: YV1CZ74681509184
Fuel Type: Diesel

Transmission Type: Automatic
Emissions Band: K

MOT Expiry (more details): 29/03/2018
Tax Expiry: 04/09/2018

MOT Expiry: 29/03/2018
Tax Expiry: 04/09/2018

Vehicle Faults

Description	Fault Code	First Active	Last Active	Fault Cleared
air-mass sensor: signal too high				
air flow/air mass meter: faulty signal				
air-mass sensor: signal too low				
air flow/air mass meter: incorrect functionsporadic				
air-mass sensor: signal too high				
air flow/air mass meter: incorrect functionsporadic				
air-mass sensor: signal too low				
air flow/air mass meter: faulty signal				
air-mass sensor: signal too high				
air-mass sensor: signal too low				
air flow/air mass meter: incorrect functionsporadic				

Faults Report

From: 30th October 2017
To: 5th November 2017

From: 30 Oct 2017 To: 5 Nov 2017

Show: 10 entries

Vehicle	Make	Model	MIL	# Faults This Period	# Historic Faults	Low Battery Alerts
Sales Vehicle	BMW	520D M SPORT AUTO		3	6	AF1STVE
EX15LXX	Audi	A6 SE TDI ULTRA		0	0	Fault: Activates P0036 2 P0038 2 P22AE 2
YU57MCH	Volvo	XC60 SE NAV D4		0	0	
EX65TSZ	Audi	Q5		0	0	1

Showing 1 to 4 of 4 entries

Previous **1** Next



Driver ID



What is Driver ID?

Here at Lightfoot, we're passionate about ensuring that all drivers are driving in the safest and most efficient manner all of the time.

We recognise that it is critical for many fleets to have a Driver ID system in order to optimise their operations and keep their personnel secure.

We have developed a simple Driver ID module to ensure that scores - and rewards - are attributed to individual drivers, rather than vehicles.

This makes tracking progress and reviewing scores easier and more accurate, both for the drivers and management.

The Lightfoot Driver ID module is simple and ensures you are properly recognised for your own driving performance.

Business vs. Private Mileage

What is business vs. private mileage?

This option is ideal for company cars or commercial vehicles driven by a single driver, but where journeys are required to be identified as either business or personal for HMRC compliance and reporting.

It also offers fleet managers the added functionality of tailoring what happens to data for private journeys according to company policy – including the ability to disable tracking for personal journeys, for instance.

The cost per mile can be input too, making calculating mileage expenses quick and easy.



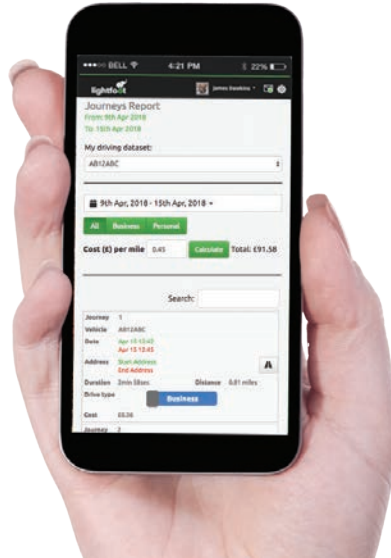


Driver Journey Page

What is the driver journey page?

Drivers can access the Journey Page via a web browser and the Lightfoot mobile app*.

System privacy options are enhanced by permitting drivers to edit journey types retrospectively. Fleet-configuration options include allowing drivers to view personal journeys only and limiting fleet visibility of private journeys. Edited journeys are marked accordingly in fleet-level reports.



Key functionality

- Vehicle usage monitoring for drivers
- HMRC-compliant expenses report generation (export and 'email to')
- Business/Private journey type edit, enhancing in-cab features and data privacy options

Diagram illustrating the key functionality of the Journeys Report page:

- Date selection
- List of all recorded journeys
- Filter journey type
- Expenses calculation

#	Vehicle	Date	Address	Duration	Distance	Drive Type	Cost
1	W7LFT	May 16 07:15 May 16 08:12	33 Crowdsley Way, Bournemouth, BH1 2JH, United Kingdom	56min 24sec	51.01 miles	Business	£22.95
2	W7LFT	May 15 18:25 May 15 18:28	33 Crowdsley Way, Bournemouth, BH1 2JH, United Kingdom	2min 52sec	1.06 miles	Personal	£0.48
3	W7LFT	May 15 17:33 May 15 18:22	33 Crowdsley Way, Bournemouth, BH1 2JH, United Kingdom	48min 42sec	48.9 miles	Personal	£22.01
4	W7LFT	May 15 07:21 May 15 08:15	33 Crowdsley Way, Bournemouth, BH1 2JH, United Kingdom	53min 23sec	50.64 miles	Business	£22.79
5	W7LFT	May 14 19:26 May 14 19:29	33 Crowdsley Way, Bournemouth, BH1 2JH, United Kingdom	3min 33sec	1.06 miles	Business	£0.48
6	W7LFT	May 14 17:36 May 14 18:29	33 Crowdsley Way, Bournemouth, BH1 2JH, United Kingdom	52min 44sec	49.4 miles	Business	£22.23
7	W7LFT	May 14 07:18 May 14 08:12	33 Crowdsley Way, Bournemouth, BH1 2JH, United Kingdom	53min 38sec	50.64 miles	Business	£22.79
Summary:				4hour 34min 58sec	253.82 miles		£114.23 (Rate: £0.45)

Local export options

Email PDF expenses report

Journey map

Change journey type

* Driver Perks must be enabled

Lightfoot in the Real World

- Saving money
- Saving lives
- Saving our planet



Example of a Weekly Lightfoot Report

Weekly Branch Report

From: 10th April 2017

To: 16th April 2017

Branch A vehicle report:

	VRM	Time Spent In			Driving Penalties	Idling Penalties	Idling Time (mins)	Miles Driven	Score
		Green	Amber	Red					
						<5	<125	n/a	≥85%
1	BT63DDD	98.6%	1.4%	0.0%	0	0	74	845	99%
2	BF13FFF	97.3%	2.7%	0.0%	0	0	81	565	97%
3	BG14HHH	94.5%	5.5%	0.0%	0	0	58	791	94%
4	BN14CCC	94.1%	5.8%	0.1%	0	0	126	584	94%
5	BG14III	93.9%	6.1%	0.0%	0	0	110	605	94%
6	BN11EEE	94.3%	5.5%	0.2%	1	0	136	293	94%
7	BJ64AAA	93.7%	6.2%	0.1%	0	0	73	595	94%
8	BJ64GGG	93.5%	6.4%	0.1%	0	2	88	847	93%
9	BD63JJJ	93.3%	6.5%	0.2%	0	0	77	669	93%
10	BT63BBB	93.7%	6.3%	0.0%	1	0	116	633	93%
11	BU13GGG	85.0%	14.4%	0.6%	1	0	85	861	84%
Group Summary:		93.8%	6.1%	0.1%	0	0	93	663	94%
Totals:					3	2	1,024	7,288	

[See full results](#)

- DQ** Didn't Qualify. Score not available due to insufficient distance reported to Lightfoot server..
- Score:** Key elements of driving performance in the displayed period are combined to grade performance. The metric is derived using the proportion of time spent driving in the green, amber and red zones, along with adjustments for any Lightfoot penalties received.
- Driving Penalties:** Prolonged time spent in the red leads to penalties being received.
- Elite Driver:** A Lightfoot Elite Driver drives more efficiently than virtually any non-Lightfoot driver on the road. Our data has shown that 'Elite Drivers' are in the top 2% of drivers worldwide.
- Increasing GREEN time:** Driving in a normal, efficient style which includes gentle acceleration and prompt gear changes. Following in-cab guidance and paying attention to audio warnings also helps to improve driving style.

Example of a Weekly Lightfoot Report (Continued)

Weekly Regional Report

From: 10th April 2017

To: 16th April 2017

South Regional report:

	Group	Time Spent In			Driving Penalties	Idling Penalties	Idling Time (mins)	Miles Driven	Score
						<5	<125	n/a	≥85%
1	📍 Branch E	96.6%	3.4%	0.0%	0	0	80	745	97%
2	📍 Branch D	96.5%	3.5%	0.0%	0	0	96	558	97%
3	📍 Branch B	94.2%	5.6%	0.2%	0	0	102	639	94%
4	📍 Branch G	93.9%	6.0%	0.1%	0	0	87	738	94%
5	📍 Branch A	93.8%	6.1%	0.1%	0	0	93	663	94%
6	📍 Branch H	94.3%	5.5%	0.2%	1	0	116	602	94%
7	📍 Branch F	93.7%	6.2%	0.1%	0	0	93	595	94%
8	📍 Branch C	93.5%	6.4%	0.1%	0	2	128	647	93%
Group Summary:		94.6%	5.3%	0.1%	0	0	99	648	94%
Totals:					1	2	795	5,187	

Weekly National Report

From: 10th April 2017

To: 16th April 2017

National report:

	Group	Time Spent In			Driving Penalties	Idling Penalties	Idling Time (mins)	Miles Driven	Score
						<5	<125	n/a	≥85%
1	📍 North	98.9%	1.1%	0.0%	0	0	118	895	99%
2	📍 West	98.8%	1.2%	0.0%	0	0	155	778	99%
3	📍 South	94.6%	5.3%	0.1%	0	0	99	648	94%
4	📍 East	93.2%	6.7%	0.1%	0	0	83	696	93%
Group Summary:		96.4%	3.5%	0.1%	0	0	114	754	96%
Totals:					0	0	455	3,107	

Rail Contractor Case Study

Lightfoot Benchmark Report

27th March 2017 – 30th April 2017

Key Summary

FUEL SAVING

+11.5%

% Improvement in MPG

DANGEROUS DRIVING

-100%

% Reduction in Time in Red

SPEEDING

-62%

% Reduction in Speeding Events

IDLING

-27%

% Reduction in Avg. Idling Time

Fleet Summary

BLIND 27 Mar 2017 - 16 Apr 2017

LIVE 17 Apr 2017 - 30 Apr 2017

DRIVERS

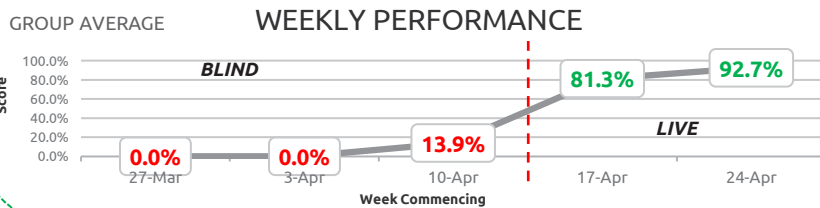
9

VEHICLES

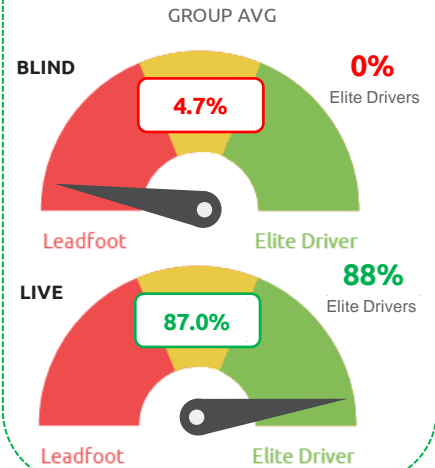
9

Lightfoot Performance

PHASE	GROUP AVG - TIME SPENT IN			PENALTIES - AVG PER VEHICLE	GROUP AVG - MPG	MILEAGE - AVG PER VEHICLE
BLIND	68%	29%	4%	⚠️ 124	27.2	0 3 4 7
LIVE	91%	9%	0%	⚠️ 8	30.3	0 3 8 8
% CHANGE	+23%	-20%	-4%	-94%	+11.5%	



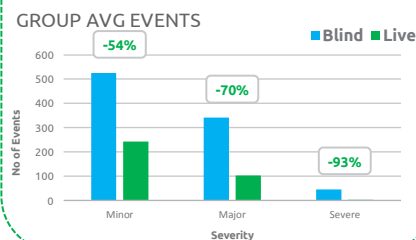
Lightfoot Score



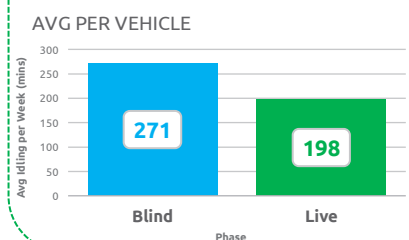
Harsh Driving

PHASE	ACCELERATING	BRAKING	CORNERING
BLIND	6	1	6
LIVE	4	1	5
% CHANGE	-33%	0%	-17%

Overspeeding



Idling



Lightfoot Business Case for Roll-out

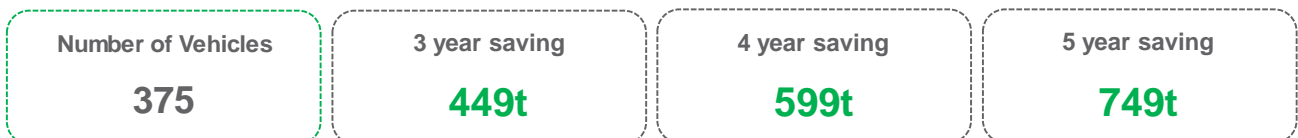
Based on the information provided by yourselves and data from the blind phase of the Lightfoot trial, the following roll-out option is presented, demonstrating the financial and environmental impacts of installing Lightfoot over your fleet.


Lightfoot technology saving = **+11.5%**
 Benchmark fuel economy = **27.2 mpg** (blind benchmark of trial vehicles)
 Net diesel cost = **£1.00/litre (ex VAT)** (UK average)
 Annual mileage = **18,893 miles** (extrapolated from trial data)
 Number of vehicles = **375**
 Contract length = **3, 4 and 5 years**

Fuel savings (NET of all Lightfoot costs) (£)




CO₂ savings (tonnes)







*"At fault claims frequency reduced by **40%** and claims value reduced by **60%**."*




*"Since Lightfoot has been deployed, the client has seen **Accident Frequency reduce by 79%** and **Claims Costs reduce by 93%**."*



*"Downtime had decreased from **2.01** days in early 2015 to **1.11** days towards the end of last year – this equated to a **45%** reduction in downtime."*



"It is extremely refreshing to work with a company that deem service levels to be so important. Nothing is too much trouble and they are extremely flexible and helpful."

www.lightfoot.co.uk


Communications Client Case Study

Lightfoot Benchmark Report

13th February 2017 – 26th March 2017

Key Summary

FUEL SAVING

+13.5%

% Improvement in MPG

DANGEROUS DRIVING

-100%

% Reduction in Time in Red

SPEEDING

-32%

% Reduction in Speeding Events

IDLING

-45%

% Reduction in Avg. Idling Time

Fleet Summary

BLIND 13 Feb 2017 - 26 Feb 2017

LIVE 27 Feb 2017 - 26 Mar 2017

DRIVERS

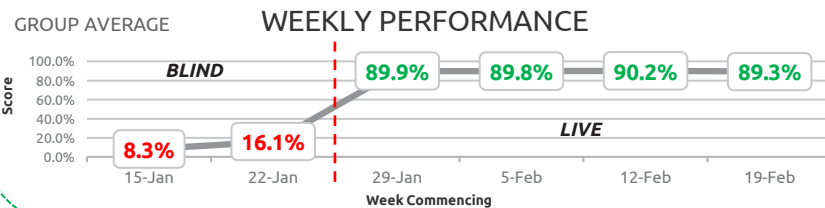
41

VEHICLES

40

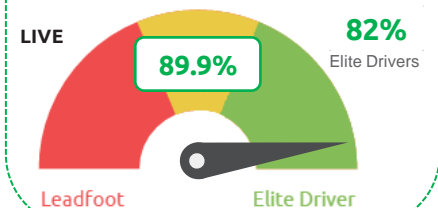
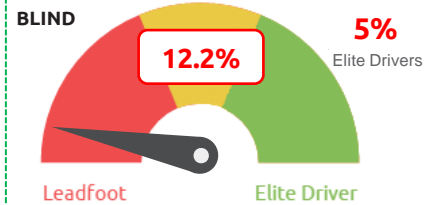
Lightfoot Performance

PHASE	GROUP AVG - TIME SPENT IN			PENALTIES - AVG PER VEHICLE	GROUP AVG - MPG	MILEAGE - AVG PER VEHICLE
BLIND	71%	22%	7%	101	23.0	0 1 8 3
LIVE	91%	9%	0%	0	26.1	0 2 2 0
% CHANGE	+20%	-13%	-7%	-100%	+13.5%	



Lightfoot Score

GROUP AVG



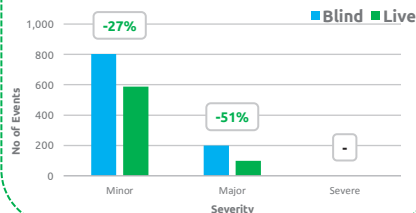
Harsh Driving

GROUP AVG EVENTS

PHASE	ACCELERATING	BRAKING	CORNERING
BLIND	37	7	25
LIVE	17	6	22
% CHANGE	-53%	-10%	-10%

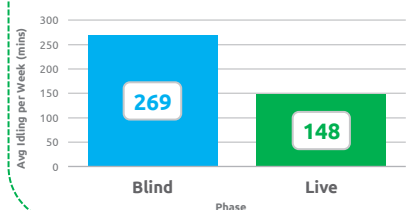
Overspeeding

GROUP AVG EVENTS



Idling

AVG PER VEHICLE



Lightfoot Business Case for Roll-out

Based on the information provided by yourselves and data from the blind phase of the Lightfoot trial, the following roll-out option is presented, demonstrating the financial and environmental impacts of installing Lightfoot over your fleet.


Lightfoot technology saving = **+13.5%**
 Benchmark fuel economy = **23.0 mpg** (blind benchmark of trial vehicles)
 Net diesel cost = **£1.00/litre (ex VAT)** (UK average)
 Annual mileage = **10,800 miles** (extrapolated from trial data)
 Number of vehicles = **3,500**
 Contract length = **3, 4 and 5 years**

Fuel savings (NET of all Lightfoot costs) (£)


Number of Vehicles 3,500	3 year NET fuel savings £464,428.39	4 year NET fuel savings £1,053,237.86	5 year NET fuel savings £1,684,047.32
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CO₂ savings (tonnes)


Number of Vehicles 3,500	3 year saving 3,266t	4 year saving 4,354t	5 year saving 5,443t
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*"At fault claims frequency reduced by **40%** and claims value reduced by **60%**."*




*"Since Lightfoot has been deployed, the client has seen **Accident Frequency reduce by 79%** and **Claims Costs reduce by 93%**."*



*"Downtime had decreased from **2.01** days in early 2015 to **1.11** days towards the end of last year – this equated to a **45%** reduction in downtime."*



"It is extremely refreshing to work with a company that deem service levels to be so important. Nothing is too much trouble and they are extremely flexible and helpful."

www.lightfoot.co.uk


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, 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.



City Electrical Factors & Lightfoot Improving efficiency through changes in driver behaviour

Businesses across the UK are looking to improve efficiencies, lower accident rates and reduce unnecessary costs where possible. In an intensely competitive market, technology is playing an increasingly influential role in enabling businesses to achieve this, and no more so than in the fleet sector.

CEF is the UK's expert supplier of electrical products and services for the professional buyer and contractor. Via a national network of 390 branches, CEF offers its customers, large or small, the most extensive range of over 35,000 high-quality products, including leading brands and great value alternatives.

CEF recognises that their fleet has a significant impact on the environment, so they are now working with Lightfoot to improve fuel consumption and reduce the harmful emissions created by their vehicles.

Richard Whitehurst, a key group manager at CEF, has discussed how important the role of the van driver is in ensuring the good relationship between CEF and their customers. CEF has adopted Lightfoot as part of their ongoing mission to go the extra mile for their customers, and Lightfoot has been effective at reducing emissions and fuel consumption, minimising risk and reducing vehicle down-time – these benefits are all a proven result of the smoother, more efficient driving style Lightfoot enables.

“Lightfoot is an excellent device which creates a smoother driving style and will help to keep our teams safe and ensure that our employees' welfare comes first”

Richard Whitehurst, CEF

Richard has recognized the wide array of benefits Lightfoot provides to customers, such as reductions in the frequency and associated cost of accidents, along with reductions in vehicle downtime and fuel costs.

One of the most significant benefits of Lightfoot has been the notable drop in fuel costs, which has been incredibly beneficial to fleet managers like Richard. The rewards and incentives that Lightfoot has to offer have helped bring about a huge change in driver behaviour, with many striving to drive as efficiently as possible. This improved efficiency has caused a huge increase in fuel savings for CEF, with reductions of up to 12.1%.

Downtime is an important issue that fleets need to constantly review in order to enhance their efficiency. This positive change means that fleets are more efficient and, more importantly, save money.



Above: Ian Thorn, Fleet Operations at CEF

“Downtime had decreased from 2.01 days in early 2015 to 1.11 days towards the end of last year – this equated to savings of 45%- a significant 6 figure saving”

Ian Thorn, CEF

Lightfoot takes the pressure off management to manage the reams of data typically provided by traditional telematics systems. This is becoming incredibly beneficial to fleet managers like Richard as it means they no longer have to interpret and action large quantities of data. Instead, Lightfoot identifies the small number of individuals who aren't hitting their KPIs, allowing management to then action this information accordingly. Due to the ease with which Richard and other CEF managers can identify those who aren't responding well to Lightfoot, they have quickly and efficiently been able to address any problems and return to maximum efficiency.

As a result of the safer, smoother driving style that Lightfoot enables, drivers are a lot more aware of what is occurring on the road around them and, as a result, they cause fewer accidents. CEF has seen significant reductions in claims frequency and claims value, along with significantly lower fuel costs and vehicle downtime. Lightfoot has also created a huge change in driver behaviour, with many striving to drive as efficiently as possible. CEF has adopted this device as a part of their culture and is therefore experiencing the many benefits on offer – such as reduced risk on the road, fewer emissions and increased fleet efficiency.

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