



Elite Fleet Performance for Courier & Delivery Fleets

How to boost sustainability,
cost savings and driver safety
with a smart new approach.



Everyone in the home and last mile delivery sector, from driver trainers to fleet managers to operations directors, faces a number of major challenges.

Rising demands, insurance premiums and fuel costs have only been compounded by a simultaneous need to achieve greater environmental sustainability and reduce the number of incidents out on the roads.



Aspiring to achieve Elite Fleet Performance is the key to overcoming these challenges, and can help vehicle fleets in the sector to:



Control the costs of fuel, insurance, maintenance and repair



Reduce non-eco driving practices that lead to unsustainable fuel emissions



Raise standards of safety for fleet drivers, other drivers on the road, and the public at large



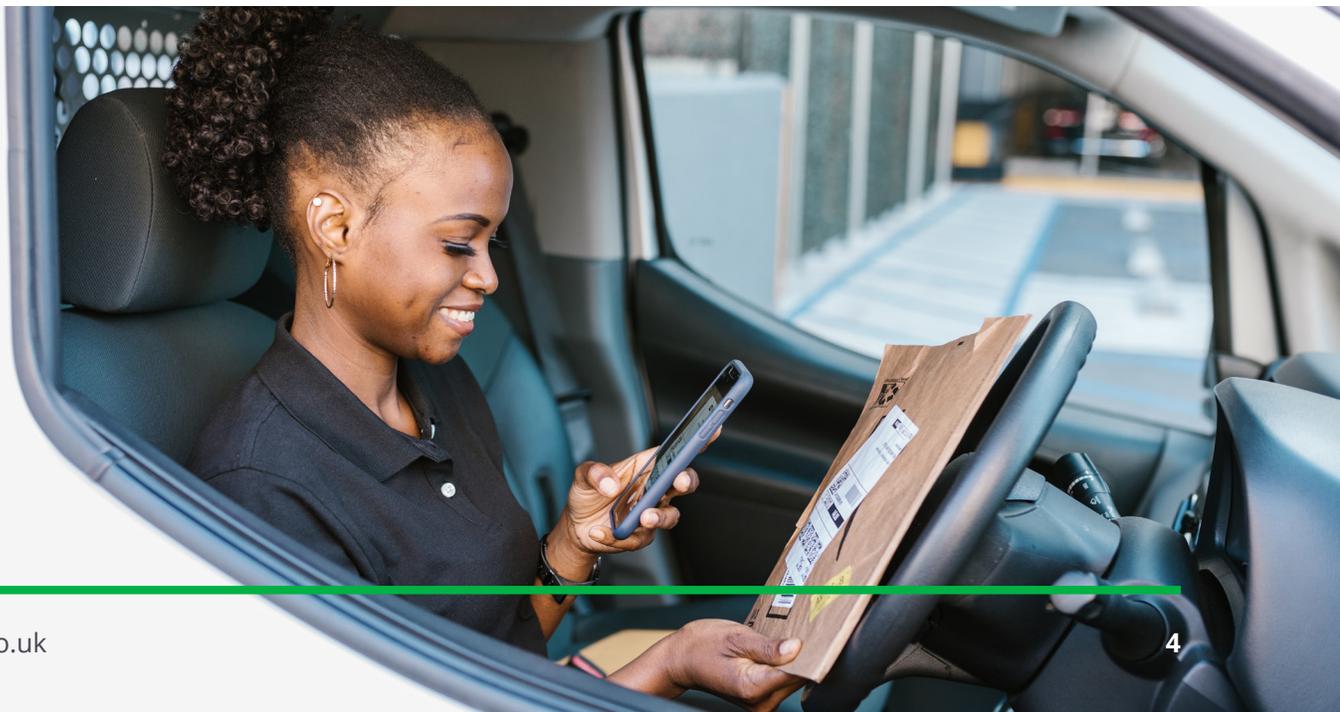
Protect their business reputation, which will also help to minimise losses

Unfortunately, the current solutions available to fleets that wish to enhance driver performance are simply not doing enough.

The challenges of home and last mile delivery today

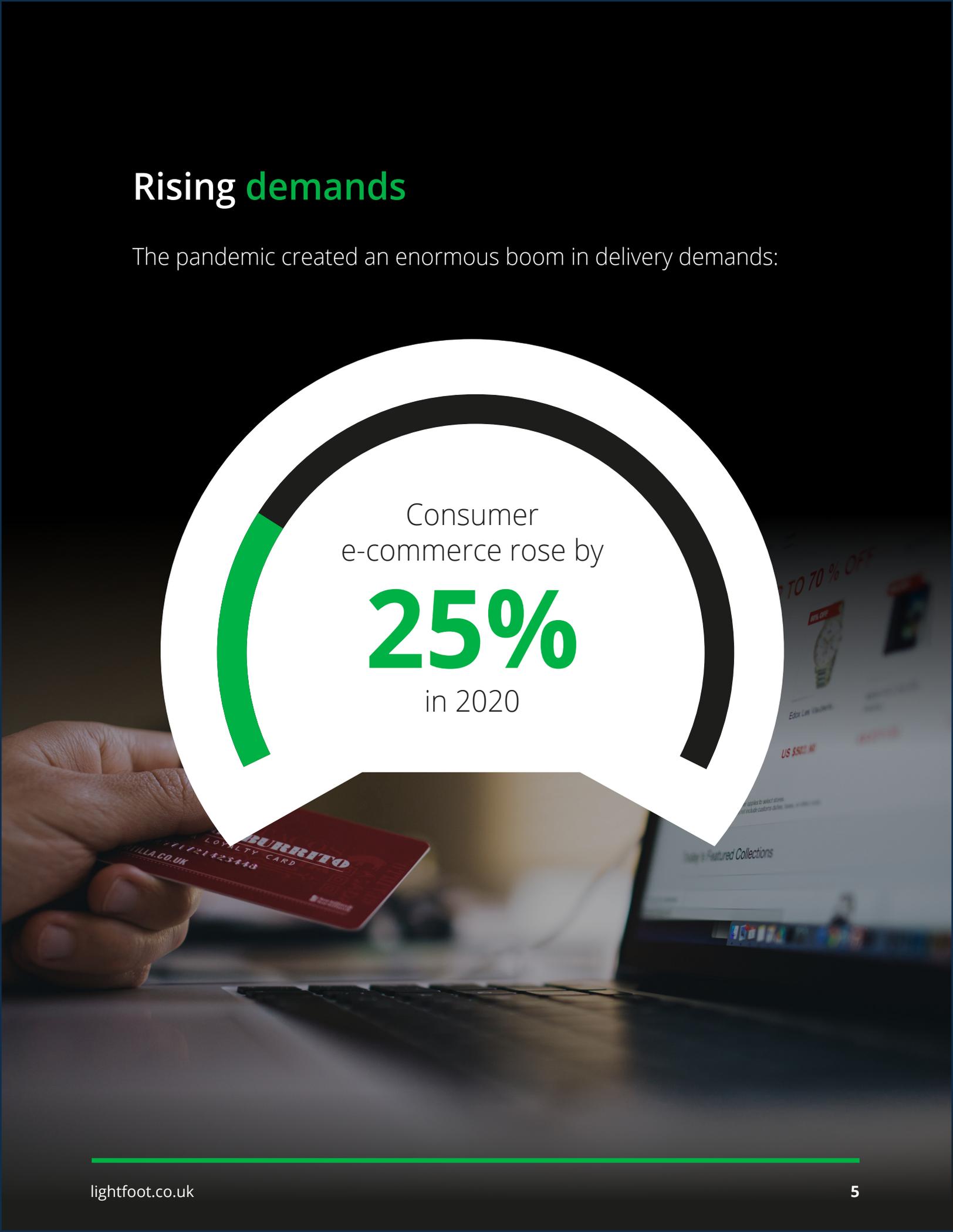
Before we look at how delivery fleets can realise the changes they need, it's important to quantify the challenges they are facing.

We know these problems exist, but developing an evidence-based understanding of them is the best way to develop a methodical approach to overcoming them. Plus, facts and figures like these come in handy when pushing for change within your own organisation.



Rising demands

The pandemic created an enormous boom in delivery demands:



Consumer
e-commerce rose by
25%
in 2020

It is estimated that demand for home delivery has increased by 100%



Businesses were forced to scale rapidly; Morrisons created 3,500 new home delivery jobs



while Tesco added 200 vans to its home delivery fleet.

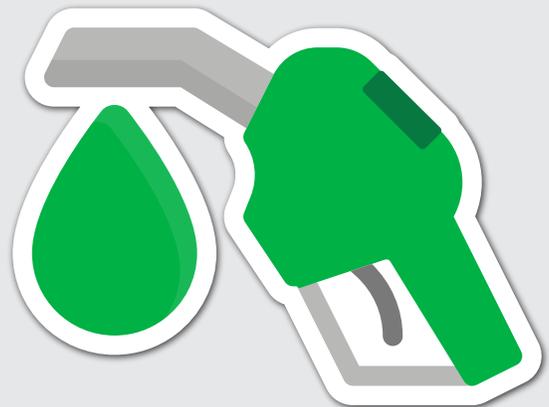
This sudden expansion brought a number of growing pains to the sector. Low availability of new vehicles led to a spike in emissions and operational costs, while influxes of new staff left little time for adequate driver training, further compounding these issues.

Increasing fuel costs

Fuel costs have inflated significantly in recent months.

- In less than a year, petrol prices have soared to an eight-year high of 132.19p per litre
- In real terms, the price of filling the average car has risen by £10; the cost for fleet vehicles will be even higher
- Prices are likely to keep rising unless oil producers increase output

With commercial vehicles in the UK travelling upwards of **116.9 billion miles per annum**, growing fleets and mileage will only make rising fuel expenses hit harder.



The sustainability agenda

As delivery volumes have grown, the levels of congestion and pollution created by vehicle fleets are no longer environmentally sustainable.

- The World Economic Forum predicts that by 2030, the number of delivery vehicles in cities will increase by 36%
- This will lead to a 32% rise in emissions
- And a 21% increase in congestion

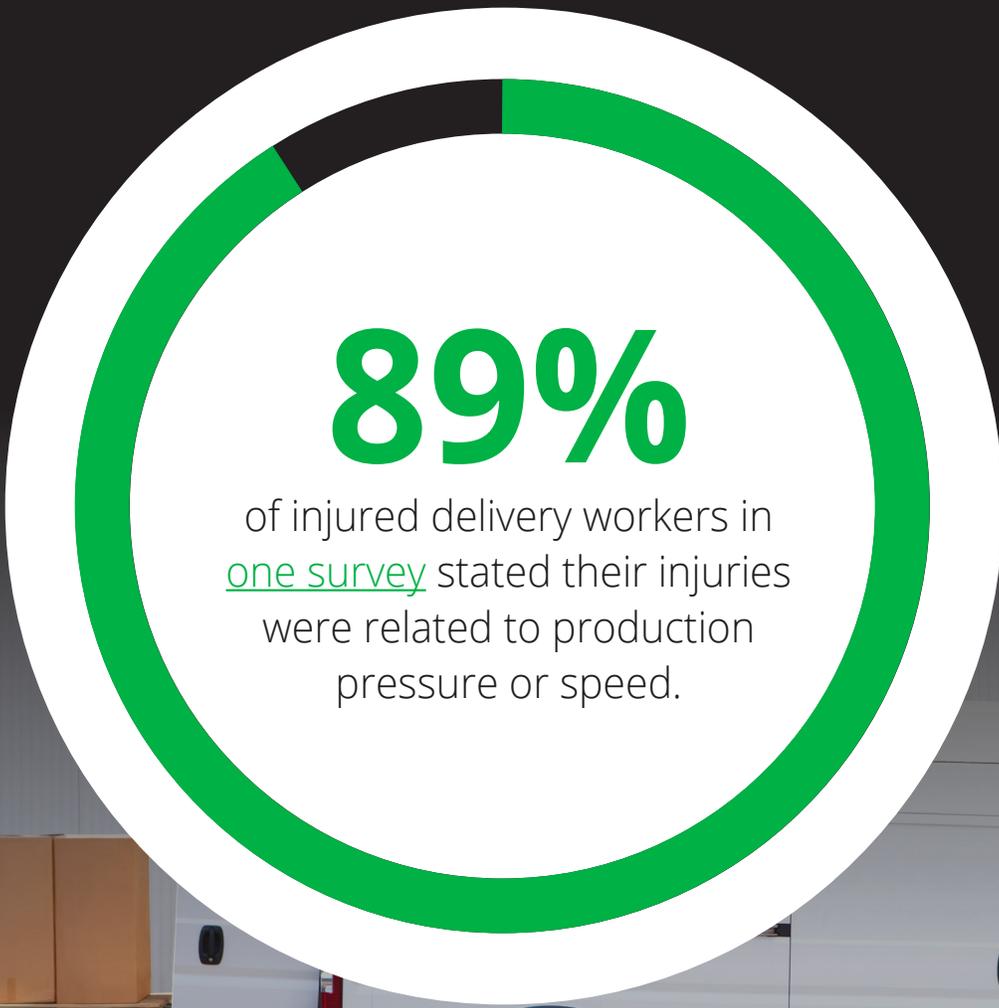
Adding to this, government bodies and ministers are ramping up measures to achieve net-zero transport, and public concern for the climate is at an all-time high.

Electric vehicles (or EVs) are the greatest opportunity for fleets to decarbonise but even they will present challenges, such as the issue of vehicle range.



Safety, insurance and reputation

The pressure to scale up and meet exponential increases in customer demand has presented a number of newfound risks for delivery fleets.



89%

of injured delivery workers in [one survey](#) stated their injuries were related to production pressure or speed.



- Global driving data suggests that despite quieter roads, dangerous driving has disproportionately increased
- Concerns have been voiced over businesses that “cut corners” (e.g. proper training) in the rush to get new drivers on the road

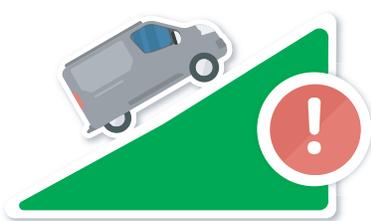
Delivery fleets need to find an efficient approach that can support greater driver safety in spite of increasing delivery volumes, or face the risk of higher insurance premiums and falling safety standards.



Current solutions and their shortcomings

In today's market, there are a number of solutions available for drivers in fleet-driven industries: from black box telematics systems to online coaching and distance learning programmes.

The problem is, they all share a number of common limitations:



Flawed technologies

Many telematics systems are built on flawed principles that can misrepresent the actions of drivers—many do not account for vehicle load, road conditions or what other road users are doing.

This means that they may flag certain behaviours as 'aggressive', even if they were necessary at the time—such as revving to move a heavy load up a steep hill, or sharply braking to avoid an accident.



Fragmented reporting

Rather than correcting driver behaviours as they happen, most fleet training solutions work retrospectively.

Driver data has to be collated and reviewed first, meaning that attempts to train drivers and improve their behaviours are made long after an incident has occurred.

This makes for a disjointed and largely ineffective training process, which can breed resentment between drivers and senior management.



Labour-intensive processes

Many of the leading marketplace solutions lack automation, and instead require more involved analysis of driver data, as well as one-to-one meetings to address issues.

The internal demands of these processes can lead fleets to reserve driver consultation for serious incidents alone, such as collisions.

This allows less severe (but equally or even more costly) driving habits to go unchecked, collectively creating problems in the form of higher fuel costs, emissions and vehicle wear and tear.



Short-lived improvements

Many fleet training programmes are marketed on the basis of their results, but there is a wealth of data to suggest that these quickly taper off.

For home and last mile delivery fleets to overcome the many challenges that face them, they need a solution that embeds habitual and lasting improvements in driving behaviour.



A smarter approach is here: **Elite Fleet Performance**

By striving for Elite Fleet Performance, home delivery and last mile fleets can achieve the lasting changes they need to stay competitive in the years to come.

Elite Fleet Performance means a permanent reduction in inefficient or unsafe driving behaviours.

With that comes reduced fuel expenditure, lower carbon emissions, less vehicle wear and tear, and better standards of safety which promotes more affordable insurance.

So what do drivers, trainers, fleet managers and ops directors need if they want to achieve Elite Fleet Performance? The answer is fivefold.

1. Elite Technology

Home and last mile delivery fleets need technology that can provide accurate driving data, and reduce the resource requirements associated with effective driver coaching.

The Lightfoot system is able to interpret driving data while accounting for other factors such as vehicle size, tow load or adverse road conditions—giving delivery fleets a complete and accurate picture of how their drivers are performing.

Lightfoot is powered by a smart in-cab unit

Real-time light and audio notifications



Reduce the resource requirements for coaching

Complete and accurate picture of driving performance

The Lightfoot approach is powered by a smart in-cab unit that supports prolonged driving improvements using real-time light and audio notifications, making effective driver training efficient and cost-effective.

For fleets adopting electric vehicles, Lightfoot offers a future-proof solution. Live in-cab feedback to the driver encourages the optimal driving style for charge efficiency, prolonging battery life and reducing the recharging bill.

Lightfoot also monitors battery degradation in EVs, alerts drivers when the battery falls below 20%, and manages route planning to the nearest charging point. The system also integrates with vehicle data to detect and prevent electricity theft.



2. Elite Coaching

Delivery fleets also need a smarter approach to driver coaching: one that works preventatively and proactively, rather than reactively. The focus should be on cultivating a positive culture of encouragement, rewarding achievements and actually making drivers want to perform better, rather than simply criticising their actions in hindsight.

Most importantly, fleets need a coaching solution that delivers significant improvements quickly.

The Lightfoot system provides effective driver coaching and support using in-cab technology, which gives drivers 'nudge' alerts in real time to support better practices.

This helps drivers develop and ingrain long-term habits that are more fuel-efficient and eco-friendly, and that minimise vehicle wear and tear.

3. Elite Engagement

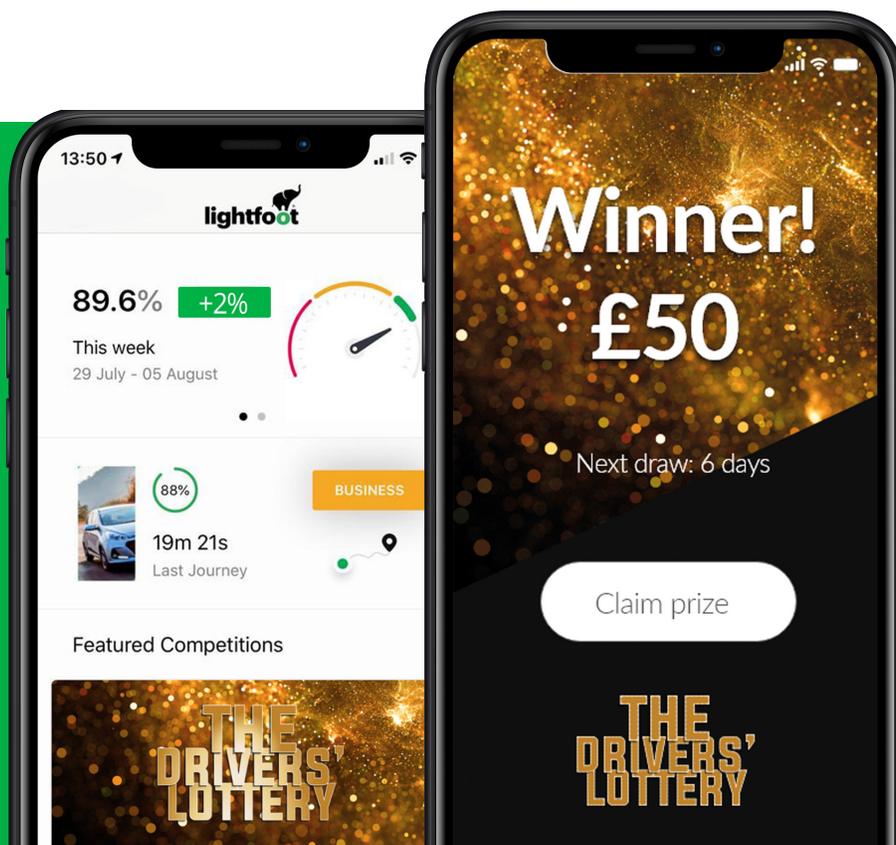
Another issue with training and coaching solutions for delivery fleets is that they fail to engage drivers and get them invested in the goal of driving more efficiently.

The best way to engage drivers is to put them in control of their own development.

As well as its smart in-cab coaching technology, the Lightfoot system works by encouraging better performance with ongoing rewards and incentives to drivers.

This includes a weekly Drivers' Lottery with high odds of winning (up to £200) for all those drivers who have achieved 85%+ great driving ('Elite' drivers).

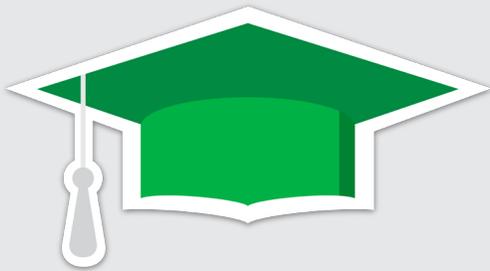
By gamifying the process, this helps drivers to sustain optimal practices for the long haul, making the road to elite performance a more fun and appealing journey to embark on.



4. Elite Management

Achieving Elite Fleet Performance also means finding a better way to manage vehicles and drivers.

The problem is that most fleets are stretched far too thin, and the methods they are able to apply with the time they have are often ineffective—they are drawn out, fragmented, impractical, and give drivers far more 'stick' than 'carrot'.



Lightfoot supports companies by facilitating more proactive, seamless and joined up methods of training.

By putting drivers in control of their own personal development, managers can free up significant time and resources which they can apply to other operational needs within their fleet.

Not only is Lightfoot proven to deliver lasting results, it also works as live training on the job, without the need to remove drivers from circulation. For operations and finance directors, this means that there is less driver downtime and higher ROI from driver training.

5. Elite Results

Above all else, elite fleet performance requires an approach that will make a clear and measurable impact.

Lightfoot has helped make sustained improvements for some of the UK's largest home and last mile delivery fleets...

Tesco Grocery slashed their carbon emissions



TESCO

In spite of home deliveries rising during the pandemic, Lightfoot helped Tesco Grocery Home Shopping decrease its CO₂ emissions by a huge 7,346 tonnes in a single year.

Conclusion: How fleets can continue to deliver

The rise in delivery volumes brought on by the pandemic marks a shift in consumer habits that is now looking to persist even with the relaxing of lockdown restrictions.

With home and last mile delivery now an integral part of more people's lives than ever before, vehicle fleet staff at all levels need to ensure that they are able to support higher levels of activity without any tradeoffs in fuel economy, emissions, vehicle wear and tear, or safety and training standards.



In other words, they
need to attain

elite levels

of performance.



The Lightfoot system can help delivery fleets achieve this, without being held back by the many limitations of outdated telematics systems, and ineffective approaches to driver training and management.



Key takeaways

- In the wake of the pandemic, home and last mile delivery fleets now face a number of challenges:
 - Huge surges in demand
 - Soaring fuel costs
 - Unsustainable levels of vehicle emissions
 - Increasing safety risks and negligence of legal duty of care
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- The solution to many of these problems lies in achieving Elite Fleet Performance
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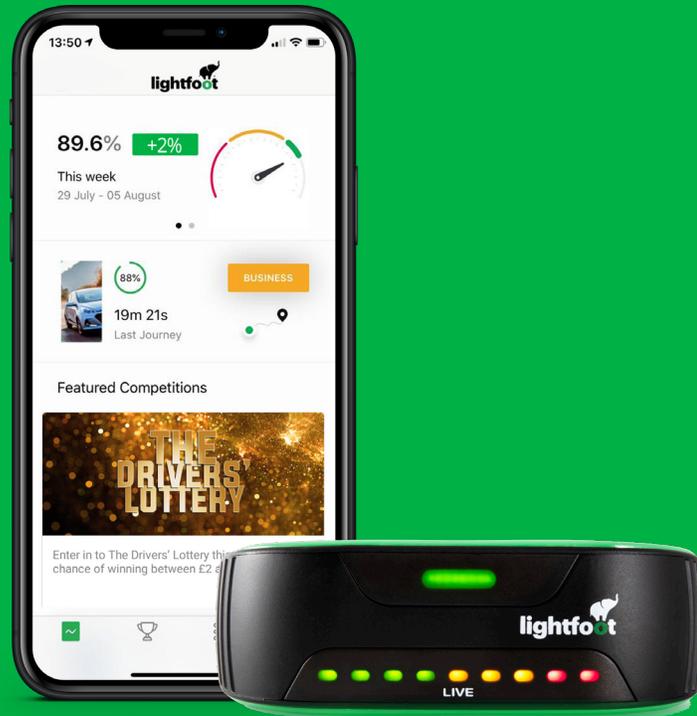
- There are numerous tools, technologies and training programs designed to help fleets achieve elite performance levels, but they are mostly ineffective

Key takeaways

- For home and last mile delivery fleets to achieve elite fleet performance and overcome the myriad factors limiting their progress, they need:
 - Accurate in-vehicle technology
 - Coaching that is proactive, rather than reactive
 - An approach that engages drivers and makes them want to improve
 - A less labour-intensive way to manage drivers
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- The Lightfoot system offers delivery fleets all of these things, making sustained improvement to driver behaviours a reality, and helping them to remain competitive long into the future.





Want to see how the system works for yourself?

Book a Lightfoot demo today

[Book my demo](#)