

# The Fleet Manager's Guide to Elite Fleet Performance

How to go beyond telematics, manage your fleet easily and keep costs down.



## Tried telematics? Try something better

Every fleet manager has seen a million telematics pitches—dashboards full of data, setting up reports and looking at a tracking screen. Rest assured: this is not another one. Lightfoot makes a real difference because it is completely different.

## Elite Technology: Understand the engine and the road

While telematics uses GPS to estimate, Lightfoot plugs into the electronic 'brain' of the engine. This allows it to apply a bit of 'common sense'. For example, it won't penalise a driver with a heavy load for accelerating on a steep hill. That means less unnecessary flagging of issues that aren't really issues.

## Elite Coaching: Train drivers on the go

Imagine a personal driving coach that works with the driver in-cab to improve their driving style. That's exactly what Lightfoot does, using simple driver-friendly nudge technology to highlight issues there and then, when there's a chance to correct them.

## Elite Engagement: Make the improvements last

Traditional driver training sees a short improvement then a slide back to normal. Lightfoot is different. Drivers get real rewards for driving well, so there's always an incentive to keep it up. Every week, The Drivers' Lottery gives out cash prizes, and the app is packed with engaging features like fun competitive league tables and discounts.



## Elite Management: Catching issues early saves you a job

Telematics and cameras are great for telling you after something went wrong. Not only is it too late, but you then have to go through data and footage, and have awkward conversations with drivers. Lightfoot is proactive and virtually self-managing. Early in-cab warnings aim to prevent issues occurring in the first place.

Tesco already had in-vehicle cameras, advanced telematics and driver trainers, but Lightfoot still made a huge difference to them. Big insurers like Allianz, Aviva and QBE endorse us because we really do reduce accidents.

## Elite Results: Be more efficient, safer and greener

Lightfoot customers achieve up to:



**15%**  
Fuel savings



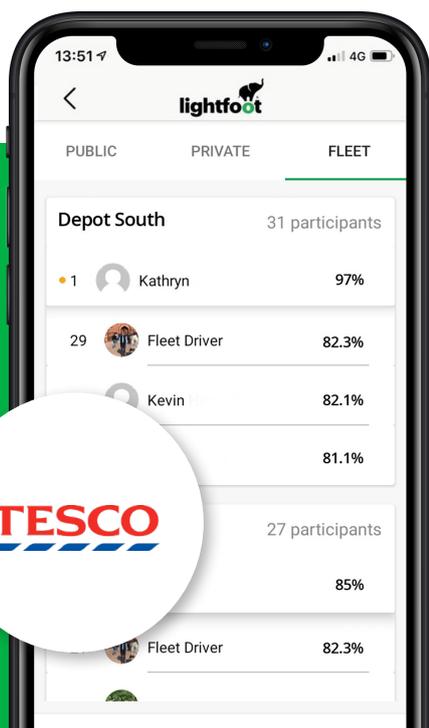
**15%**  
Emissions reduction



**40%**  
Fewer accidents



**45%**  
Less downtime



**“We’re committed to reducing our environmental impact across our operations. Lightfoot 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, Tesco

# See how Polygon UK increased MPG by 23% and achieved elite fleet performance with Lightfoot

Watch video