THE DRIVER BEHAVIOUR APP:
How to leverage the results
OVERVIEW

183 Drivers
20 Country Offices
17 Countries
8 Organisations

Bangladesh, Cameroon, Colombia, Ethiopia, Jordan, Kenya, Lebanon, Malawi, Nepal, Nigeria, Pakistan, Senegal, Sierra Leone, Somalia, South Sudan, Uganda and Zimbabwe
“Driving is becoming exciting because of competition!”

“Drivers are excited and happy to use it.”

“Because of the app, there is more discussion about safety.”

“Now I understand that fleet management systems are not to monitor us drivers but to help make driving safer.”

“Before, we wouldn’t communicate as much. Now, drivers discuss how these tips can help them in their driving profession.”

“I am enjoying my profession more.”
How do we use technology (driver apps, fleet management systems etc) to start broader conversations around road safety, driver recognition and crash prevention?

In answering this question, think about:
- What indicators are most important to you (for example, number of crashes, number of unsafe behaviour events, etc)?
- How can you use those indicators in a driver recognition programme?
- What questions would you ask your drivers to prompt deeper reflections on road safety?
- How would you use the results to prevent crashes from happening?