HOW TO REWARD EVERY KILOMETER?

Make the roads a safer place. One driver at a time.
WHY THE NEED TO REWARD?

1. Changes attitude/ behaviour
2. Makes people eager to improve
3. Retains Employees

“You cannot tailor-make the situations in life but you can tailor-make the attitudes to fit those situations.”

~ Zig Ziglar
How to Measure Driver Behaviour

1. **Fuel Consumption** – which is a crucial element that requires close and consistent monitoring

2. **Most Common Factors affecting Consumption**
   - **Idling** – Can affect your vehicle performance
   - **Speeding** – can increase accidents and endanger pedestrians
   - **Braking** – increased maintenance costs.

3. **Incidents** – Used as a Key Performance Indicator to change driver behavior
REWARD & RECOGNITION

HOW DO WE REWARD & GIVE RECOGNITION?

- Mug: "WORLD'S OKAYEST DRIVER"
- Numbered laurels: 2, 1, 3
- Gift card
- Tumbler: "THANK YOU FOR KEEPING ME SAFE"
“Tell me how you measure me, and I will tell you how I will behave”

(Unknown)