



# Elite Fleet Performance for Utilities and Telecom Fleets

Boost safety, sustainability,  
savings and efficiency with  
a smart new approach



Utilities and telecom organisations face a difficult combination of challenges today.

Within already competitive marketplaces, they must balance soaring operational costs with the ever-increasing need to complete more jobs in less time, all while keeping drivers and the public safe, and adapting to a cleaner, greener future.

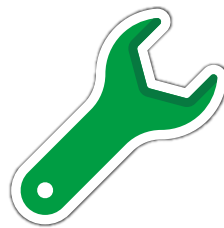
Fleet performance lies at the core of many of these challenges, and striving for improved driving behaviours is the key to overcoming them.



By making lasting changes to driving practices and achieving true Elite Fleet Performance, utility and telecom organisations can:



**Slash CO<sub>2</sub> emissions**



**Control the costs of fuel, insurance and vehicle maintenance**



**Create new operational efficiencies (particularly for management and above)**



**Raise standards of safety for the workforce and preserve public reputation**

First, let's look at how fleet management impacts all of the major challenges faced by utility and telecom companies today, before considering an approach to overcome them.

# Challenges facing utilities and telecom fleets

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## Safety, insurance and public reputation

If asked to name the risks faced by utilities and telecom engineers, most people would probably think of great heights or electrical hazards.

But often they are most at risk when driving from job to job.

What's more, utilities and telecom companies are very much public-facing brands, meaning any incidents that happen out on the road can quickly lead to reputational damage.

Add to this the influence that safety records have on insurance premiums (which are already [on the rise](#)) and it quickly becomes obvious why driver safety is of paramount importance.

In short, driver safety is key to protecting your workforce, your public image, and your bottom line.

## Driver focus and pressure

Fleets across all industries are under immense pressure to enhance driving performance.

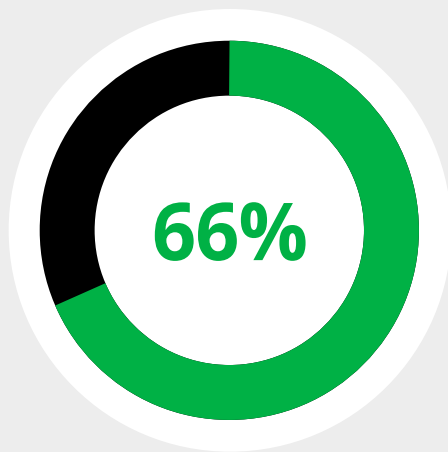
In the utilities and telecom sectors, it is the engineers themselves who are at the wheel—yet they are facing the same challenging demands as professionally-trained drivers. The pressure utilities and telecom workers are under to adopt smoother and safer driving behaviors is directly at odds with their increasingly busy job schedules, where rising demands present increasingly shorter times to get from A to B.

Those responsible for safety and risk must implement more effective training measures that are accessible to engineers, and that don't stretch their time any further.



## The push for **greater sustainability**

Both the utilities and telecom industries contribute significantly to global emissions, and high vehicle mileage is one of the principal drivers of this.



For one major telecom provider, the vehicle fleet accounts for 66% of operational emissions, generated by collective travel of more than 220 million miles, producing more than 95,000 tonnes of CO<sub>2</sub> over a year.

Utilities companies, on the other hand, must adhere to increasingly stringent environmental regulations in all areas of their work, including on the road.

Both industries face the difficult task of growing their business and increasing profits while keeping their carbon emissions under control.

## High and rising fleet costs

The same perfect storm making sustainability a challenging objective is similarly driving up operational costs for both utilities and telecom fleets.

Inefficient driving styles, high mileage and regular use of old vehicles means that both industries are feeling the financial burden of fuel costs—which continue to rise at the pump.

These same factors also compound vehicle wear and tear, which incurs significant maintenance costs.

**This mix of contributing factors means it is essential that fleet owners and operators find ways to achieve new efficiencies at all levels of their operations, and help their engineers to attain better standards of driving performance.**



# Current solutions and their shortcomings

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One of the reasons the challenges outlined above have been able to persist, and in many ways worsen, is because the solutions available simply don't do enough to address them.

This is either due to the solutions themselves being flawed, or the solutions being part of a flawed process.

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## Black box or telematics

### ➤ How it works

Uses vehicle data to flag 'aggressive' driving behaviours, thus aiming to improve driver safety and reduce wear and tear, emissions and fuel consumption.

### ➤ Shortcomings

Data fails to account for factors that can make 'aggressive' driving necessary, such as heavy vehicle load or steep inclines, penalising otherwise good drivers.



# Dashboard cameras

## > How they work

Either faces the road ahead and collects data when an incident occurs, or faces the driver, monitoring signs of tiredness or bad habits such as phone usage.

## > Shortcomings

Road-facing cameras only pick up issues when an incident occurs, meaning other bad habits can go unchecked. Inward-facing cameras are also highly unpopular and tend not to be accepted by drivers.



# Training courses

## ➤ **How they work**

Specialist driving schools offer a range of courses—available online or in person—to address different behaviours or develop certain skills e.g. fuel efficiency training, winter driving.

## ➤ **Shortcomings**

Courses come with a steep upfront cost, which is compounded by the operational downtime required for employees to take them. In-person training has been shown to be more successful than online, but this comes with greater downtime requirements.

## ➤ **Low training needs**

With driving duties for fleets usually handled by the engineers themselves, driver training can end up being treated as a regulatory box-ticking exercise, rather than an effective route to controlling fleet costs, reducing CO<sub>2</sub> emissions and keeping people safe.

# More industry challenges

## ➤ Internal resistance

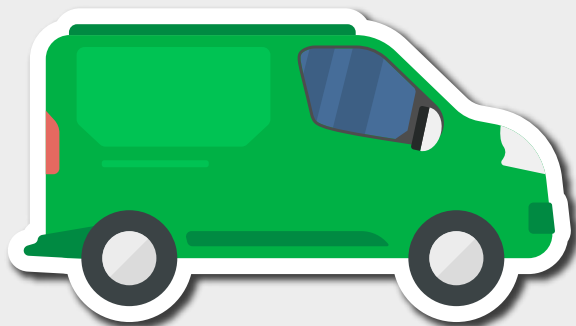
Technologies that track vehicle data and use inward-facing driver cameras have been publicly opposed by service engineers and drivers on numerous occasions.

## ➤ Regular vehicle changes

Unlike fleets in other sectors, utility and telecom workers often share or pool vehicles.

Having multiple drivers using the same vehicle renders many coaching solutions useless, as they are designed to monitor the activity of individual drivers.

Many units also have to be fitted to a vehicle by an engineer, and cannot be easily transferred in the event of a driver change.



In 2015, 300 service engineers planned to go on strike due to faulty and unreliable telematics data and the impact this was having on worker-manager relationships.

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

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By striving for Elite Fleet Performance, utilities and telecom teams can address many of the difficult challenges they face.

Elite Fleet Performance is a permanent improvement in driving style that results in lower fuel expenditure and insurance costs, lower carbon emissions, reduced vehicle wear and tear, and better standards of safety for both drivers and the public at large.

There are five key elements to Elite Fleet Performance:

- 1 **Elite Technology**
- 2 **Elite Coaching**
- 3 **Elite Engagement**
- 4 **Elite Management**
- 5 **Elite Results**

# 1. Elite Technology

Utilities and telecom employees need fleet technology they can trust—reliable systems that reflect true driver behaviours, and that can monitor fleets without jeopardising their privacy, freedom or independence at work.

[The Lightfoot system](#) interprets driving data using a smart, easy-to-install in-cab unit.

By accounting for factors such as vehicle size and road conditions, Lightfoot provides highly accurate driving data, without using GPS or vehicle tracking.

Lightfoot also supports smoother driving with real-time light and audio cues, helping drivers to be safer, more fuel-efficient, and more environmentally friendly. Plus, its speeding alert feature dynamically adapts to changes in road speed limits, and alerts drivers to check their speed.





## For Electric Vehicles

[Lightfoot also works with electric vehicles.](#) Live in-cab feedback encourages the optimal driving style for charge efficiency, prolonging battery life and minimising your recharging bills.

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The device also monitors battery degradation in EVs, alerts drivers when the battery falls below 20%, and manages route planning to include nearby charging points.

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## 2. Elite Coaching

With minimal resources available for driver training, utilities and telecom fleets need a more 'hands-off' approach to fleet coaching. This approach unlocks the fuel savings, green credentials, and safety improvements they need, preserves their bottom line, and doesn't pull engineers away from the task at hand.

Lightfoot is a self-managing driver coaching system, with a smart in-cab unit that supports lasting performance improvements using real-time commands. This not only makes driver training easier, cheaper, more efficient and more accessible, but it means utilities and telecom companies can train their workforce to drive better while maintaining a busy service schedule.

And, because Lightfoot's light and audio commands encourage drivers in real time, fleets can aim to achieve elite performance without having to compromise on their ambitious service schedules.



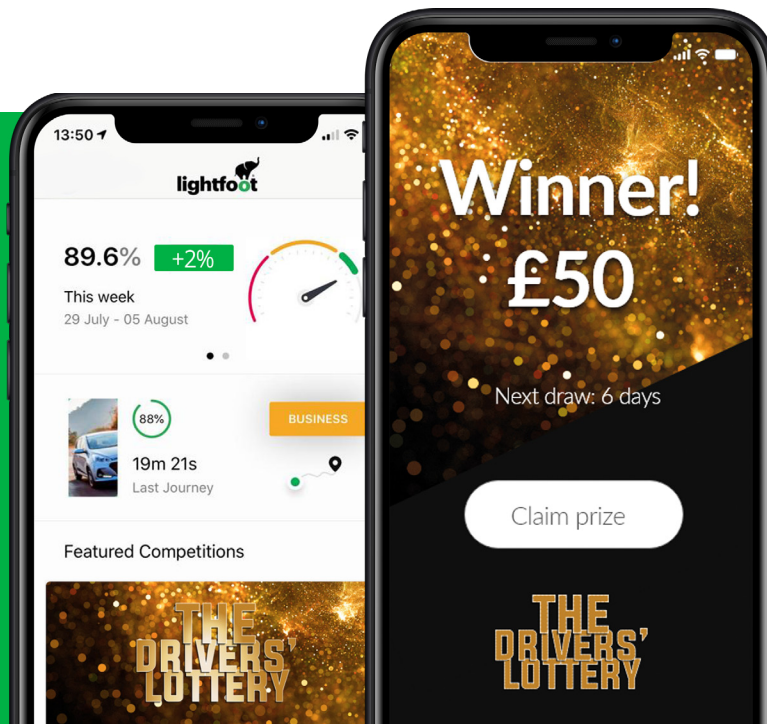
### 3. Elite Engagement

When new measures are met with internal scepticism or resistance, the best solution is to ensure any new changes positively engage your workforce. Lightfoot is the driver coaching system that actively rewards and incentivises better performance.

Users of the Lightfoot app can enter a Drivers' Lottery by achieving a weekly score of +85%, where they can win cash prizes of up to £200.

That might be why 56% of drivers use Lightfoot's app every week, compared to less than 5% for other telematics apps.

By injecting some healthy competition into the mix, Lightfoot makes elite driving performance the more enjoyable option, supporting genuine, lasting improvements to driving style.





## 4. Elite Management

Many telematics systems rely on a highly fragmented training process that breeds resentment between managers and the workforce.

Rather than correcting driver behaviours at the wheel, data has to be tracked, collated and reviewed first, then escalated to senior members of staff, before disciplinary action is eventually taken.

Lightfoot works differently—allowing for drivers to manage themselves and correct their driving practices in the moment. This removes the lengthy and often frustrating process of escalating driving data to senior management.

Plus, it significantly opens up capacity for time-poor fleet managers by creating new operational efficiencies.

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## 5. Elite Results

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

Lightfoot has helped to realise long-term improvements for some of the UK's largest utilities companies and telecom operators.

[South West Water rigorously trialled the Lightfoot system](#) across 64 vehicles for over 12 months, and were delighted with the results:

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“We’ve been very impressed with Lightfoot from day one. [It] helps us to achieve significant results without taking up too much management time. This, combined with the prospect of consistent fuel savings and a team of more empowered, efficient and safer drivers, formed a compelling business case to roll Lightfoot out to more than 500 of our fleet vehicles.”

Mark Karkeek, Fleet Manager, South West Water

Virgin Media improved MPG by 10% in one year:

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“With Lightfoot, it’s expected the business will save a million litres of fuel each year through improved driving efficiency – equating to approximately 2,500 tonnes of CO<sub>2</sub>.”

**Rob McCann, Sustainable Growth Manager,  
Virgin Media**

# Surviving today, thriving tomorrow

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Elite Fleet Performance will empower utilities and telecom fleets to overcome the many challenges they face.

With the Lightfoot system, Elite Fleet Performance becomes an achievable reality.

Over time, the benefits offered by enhanced levels of driving performance can not only help address current difficulties presented by these industries, but lay the groundwork for a lasting operational transformation.



**This can help you pave the way for a brighter tomorrow—a safer, more sustainable and more successful future, driven by a happier workforce at the wheel.**

# Key takeaways

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- Utilities and telecom fleets face a number of challenges:
    - Rising costs of fuel, maintenance and insurance
    - Pressure to adopt more sustainable practices, despite increasing mileages
    - Increasing safety risks when driving in between jobs, as schedules get busier
    - Employees are under high pressure to perform on the roads, with minimal driver training
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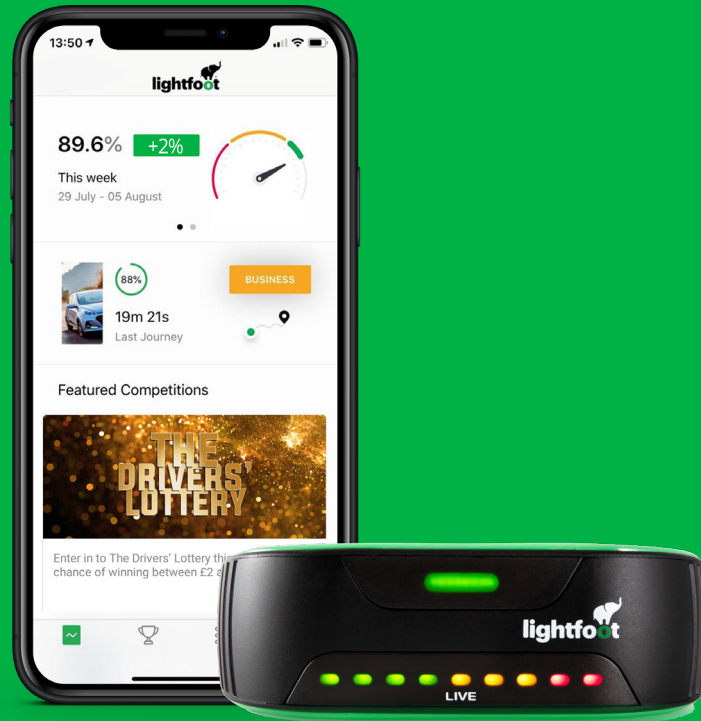
- Fleet performance has an impact on all of these problems, hence why striving for Elite Fleet Performance is the best way to overcome them.
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- There are numerous solutions on the market designed to help fleets achieve elite performance levels, but they all have significant limitations.

- For utilities and telecom fleets to achieve Elite Fleet Performance and overcome the issues hindering their progress, they need:
- Accurate technology that doesn't misrepresent the actions of drivers
  - A hands-off approach to training that doesn't impact employee capacity
  - A solution that is met with engagement, not resistance
  - A joined-up way to action driving data and enhance performance, that saves managers time
  - Proven results that last for the long term
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- The Lightfoot system offers all of these things, as well as the opportunity to make sustained improvement to driver behaviours a reality, helping companies to remain competitive well into the future.





Want to see how the system works for yourself?

# Book a Lightfoot demo today.

[Book my demo](#)