



Driving safety & profits on the long road

A leading transport company was concerned about shrinking returns and escalating incident claims from truck drivers – which drastically reduced profitability on long-distance services.

The challenge

Many of the drivers were exhausted and morale was low, which led to underperformance. Furthermore, communicating with the drivers was a challenge – few of them had a high level of literacy and almost none had internet or email access. Cellphones were generally switched off during long drives, and not all home addresses were available.

Our involvement

Achievement Awards Group was asked to help reduce the number of incident claims per month and increase productivity by motivating an extensive team of truck drivers to “drive further, be safer”.

- Drivers were measured monthly according to hours driven, as well as a reduction in insurance claims. High performers could choose from over 10 000 motivational awards in the program catalogue, ranging from high-quality merchandise to family holidays or outdoor adventures.
- The program was launched at 9 venues at each depot throughout the region, with a relevant, memorable industrial theatre performance.
- The benefits of safety were highlighted regularly from the start of the program.
- Communications were kept simple and relevant.
- Branded premiums were distributed regularly, positively reinforcing the program message.
- Motivational and safety tips were sent regularly by SMS, to a vehicle unit that received SMS type messages, and flashed on truck console displays during long journeys.
- Newsletters and posters were distributed at depots, and the drivers’ feedback was welcomed regarding communication and other program elements.

Results

- The results exceeded client expectations and the program was extended to boost performance in other areas of the organisation.
- The claim ratio was reduced to **1%** below the industry standard, setting a new standard for driver performance.
- **15%** improvement in carrier utilisation.
- Morale was boosted, and skilled staff were attracted and retained.

Vital statistics

Product category:
Channel Incentive
Program



Number of participants:
100 - 1 000

The Science and Art of Business and People Performance

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 Sales & Channel Incentive Programs