

USING TECHNOLOGY TO INFLUENCE DRIVER BEHAVIOUR

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- What we have now is not effective enough
- Influencing a driver to consistently do the right thing
- Journey to develop driver companion
 - Focus on fuel
 - It has to work across all our business
- Continuous Improvement
 - We have a proven platform
 - Let's continue to develop it

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- A driver will spend around 1500 hours a year alone in a truck, 60+ days!
 - A lot of time to develop and make a habit of poor behaviours
- Truck and onboard computer technology develops at an incredible rate
- Driver aids that can cut in and take over or warn the driver
- But regardless of all of this:
 - Fuel performance is not consistently good
 - Accidents happen due to poor hazard perception, excess speed for conditions
 - How effective is it all?

So with all the focus at present on cutting the driver out I thought I would talk a little about how we decided to cut the driver back in...

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- The development journey for “Driver Companion”
 - Driver involvement – test ideas
 - Survey the drivers – listen to the feedback
 - Include the managers – not just about technology
- Effective influencing required focus on:
 1. Fairness
 2. Clarity and instant feedback
 3. Competition
 4. Incentivisation



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“The drivers have to believe the system is fair”

- The most important of our 4 concepts
- Historically systems have not been fair
 - One dimensional approaches
 - The problem is too complex for that
- Driver Companion solved this
 - Machine learning = FuelMinr
 - Making sense of vast quantities of data



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“Instant feedback, what should I change to improve”

- Always present to feedback 24/7
- No “pizza” please
- Constant reinforcement of doing the basics well
 - Vehicle idling
 - Reduction in speed
 - Anticipation of hazards



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“Providing motivation for change”

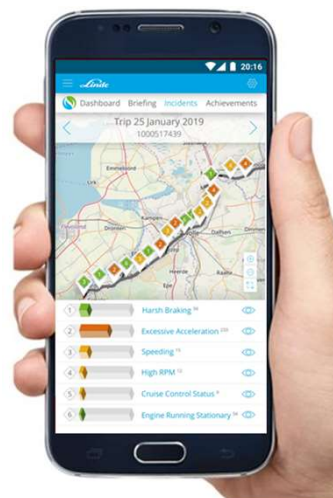
- Not about league tables
- Gamification:
 - Virtual awards – driver of the...
 - Gain and lose “leaf” credits
 - Peer group ranking – 7 of 40
- Peer group interest takes over



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“What’s in it for me?”

- It is not all about the app
- All four concepts working together to get the results



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“Use technology to augment the driver, not replace them”

- The Driver Companion app can be further developed
 - Safety behaviours
 - Driver performance profiling
- We also have other ideas
 - DIViRT a low cost virtual reality training simulator

