

Client: GreenRoad Technologies
Source: Transport Operator (Main)
Date: 01 March 2016
Page: 34
Reach: 12000
Size: 193cm2
Value: 468.99

Compass takes the GreenRoad to improved fleet performance

Compass Travel, which runs public bus services across Brighton, Sussex and parts of Surrey as well as offering private coach hire, has selected GreenRoad to help it improve performance across its 72-strong fleet.

The company, based in Worthing, Sussex, rolled out GreenRoad's Software as a Solution (SaaS) system across all of its vehicles simultaneously in August 2015, and says it is already impressed with the reception it has received from drivers.

GreenRoad says that, since around 90 per cent of accidents are down to driver decision-making, the key to improving fleet performance is to change driver behaviour. Its SaaS solution allows drivers to continually monitor their own performance.

The dashboard tool is designed to encourage drivers



to modify their behaviour by regularly informing them when their driving changes from safe to risky – until a safe, smooth driving style becomes habit.

Good drivers are also encouraged to improve with the positive reinforcement of feedback from sensors monitoring 150 vehicle movements, which detect sudden braking, sharp acceleration and unnecessary idling.

Roger Cotterell, Compass Travel's GreenRoad co-ordinator, said: "The biggest and number one benefit is that the drivers, broadly speaking,

have welcomed GreenRoad. When they see their driving is in the 'green zone' – reflecting safe driving – they take pride in it and the message permeates.

"Indeed some of the drivers have become enthusiasts and check out how they have performed that day on their PCs, laptops and smartphones. I put up a league table every month and this generates a lot of interest.

"It is early days yet but so far I'm extremely impressed," he concluded.

www.greenroad.com