

## PRESS RELEASE

### **Imperial Cargo Solutions Enhance Driver Behaviour with Driver Check**

Imperial Cargo Solutions implemented the Driver Check driver monitoring solution in August last year in order to engage the public in providing feedback on driver behaviour on the roads. Vehicles are identified by the Driver Check bumper sticker, and incidents of good or bad driving are reported by motorists to a 24-hour call centre. After 7 months of statistics, the company is seeing a marked improvement in the management of their fleet through accurate feedback of incidents as well processes to proactively intervene by means of driver training.

#### **Our 'eyes' on the road**

“With over 218 vehicles on local and national routes, we needed a solution that would provide us with feedback on driver behaviour on the roads, so as to encourage better driving habits, and reduce costly maintenance and accidents. The best way of getting additional 'eyes' on the road is by engaging the general public through the Driver Check call line,” says Hendrik Lombard, divisional director of Imperial Cargo Solutions.

#### **Immediate notification means relevant feedback**

When a motorist logs an incident with the call centre, the fleet managers are immediately advised by e-mail. This information is passed on to the business unit manager concerned. The instant notification means that the exact location and time is available, and the specific truck and driver identified. For local routes, these drivers can be called if necessary, or spoken to by the end of the day when they return to the depot. For the long distance hauls, the drivers can be given feedback within 2-4 days of the incident.

#### **A balanced approach to incidents reported**

According to Lombard, a common complaint from motorists is being 'cut off' by the large trucks. From a management point of view, it is taken into account that these vehicles require a lot of space and breaking time when changing lanes or slowing down, and motorists are often unwilling to let them in. The drivers are under a lot of pressure on the roads due to the size of the vehicles, particularly with the additional road works currently under way in the country.

“If we had to take a zero tolerance approach, it would not work for our company or our drivers,” says Lombard.

“We believe that 50% of the ‘cutting off’ incidents are simply lane changing in front of motorists who are not keeping the correct following distance. We usually wait for a second or third incident report before we will take action and intervene with additional training for the driver,” he says.

“There is a balance between incidents reported due to motorist frustration, and serious offences. With our ability to now keep a history for each driver, and for the fleet as a whole, we can act decisively. We are able to provide more balanced decisions based on real-world data.”

### **Demerit system drives reduction in legal offences**

Werner Visser, divisional general manager, comments: “When it comes to more serious offences such as speeding, or not stopping at traffic lights and stop streets, it is a different story.”

“We recently had a report of a fleet vehicle speeding on the N3 toll road. Because the date and time were logged, we could trace the driver and take immediate action.”

According to Visser, Imperial manages speeding through a stringent process. It is on a current drive to eliminate speeding across the Imperial fleet with emphasis on the prescribed speed limits as stipulated by the traffic law.

“The demerit system will have a large impact, and offences must be reduced and eliminated where possible by internal means,” he says.

### **It’s all in the detail**

“The detail we receive from Driver Check is a critical component of the system,” states Visser.

“A description such as ‘dangerous driving’ is not sufficient. We need to know the details, so that we can interact with the driver based on facts, and then apply the right training or disciplinary process.”

Because the calls are logged by trained call centre operators, there is sufficient detail in 90% of incidents reported by Driver Check to know exactly which driver was involved, and exactly what the behaviour was.

## **Reward system promotes driver acceptance**

“Initially, we encountered some resistance amongst around 20% of our drivers when implementing the driver monitoring system,” says Visser.

“Fortunately, Driver Check offers a Merit Certificate award for good driver behaviour, and after the first month’s statistics were available, we were able to award Merit Certificates to the good drivers. Our drivers realised that earning a certificate was something to be proud of... something to take home to show their families. The reward system has really been of benefit in terms of driver acceptance,” he adds.

According to Visser, the system is also able to highlight the consistently good drivers, not only by reports of good driving, but from a lack of incident reports.

“Our star drivers always deliver on kilometres, but this system is helping us identify the consistently good drivers who might otherwise be overlooked. Consistently good driving is invaluable in our business, and we need to reward and encourage these drivers as well,” he says.

## **Enhanced driver training**

“In our industry we are sometimes blind to our own inefficiencies and overall driver performance,” admits Lombard.

“With Driver Check we are now able to see our use of the road from the public’s perspective, and build these parameters into our training. This feedback is objective and not coming only from management’s perspective and various resources are used to improve our fleets on road performance .”

Monthly statistics and graphs are being used to identify commonly reported incidents, so that drivers can be trained on good driving habits, and how best to avoid creating incidents that compromise the public.

## **Social responsibility**

“In terms of social and corporate responsibility, Imperial Cargo Solutions now has the capacity to be more proactive in ensuring good practice in terms of road usage,” says Lombard.

“Driver Check has been the tool we have used to manage our fleet better, and participate in making South Africa’s roads safer.”

For further information on Driver Check, please contact Gail Robertson on 083 229-5856.

Ends.



**Caption:** An Imperial Cargo Solutions trailer, featuring the Driver Check sticker and 24-hour call line for incident reporting.

A hi-res photo is available on request from: [sue@drivercheck.co.za](mailto:sue@drivercheck.co.za)

#### **About DriverCheck**

Driver Check offers a Driver Monitoring Service to South African fleet owners of any size, whether operating a single delivery van or a fleet of hundreds of tankers. Vehicles participating in the service are identified by the Driver Check **bumper sticker** with the Driver Check logo and call centre number on it. This enables concerned motorists to report unsafe driver behaviour. Incidents are logged and reported by the call centre, and communicated through the right channels to the fleet owner. Ultimately our goal is to keep South Africa's roads safe. [www.drivercheck.co.za](http://www.drivercheck.co.za)

#### **Editorial Contacts:**

##### **DriverCheck:**

Gail Robertson  
Sales Director  
083 229-5856

##### **PR Agency:**

Sonar Universal  
Susan Craig  
083 299-9209