

## PRESS RELEASE

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### **SAB Enhances Responsiveness with Driver Check fleet monitoring solution**

Driver Check has been awarded the contract for the driver monitoring solution for SAB's Isando depot, under which 67 vehicle stickers will be placed on the SAB delivery trailers and fixed rigs in order to enable the public to provide feedback on driver behaviour on the roads. The 24-hour Driver Check call centre will provide instant incident notification, as well as monthly statistics for the SAB fleet.

#### **Focus on Customer Service**

JG van Niekerk, SAB Isando distribution manager, explains the need for driver monitoring: "As a depot, we have an ongoing focus on superior service to customers and consumers. By placing the Driver Check stickers on our vehicles with the 24-hour call centre number, we are enabling the public to give us instant feedback on what our fleet is doing when on the roads."

"Ultimately this will increase our responsiveness to the public and enhance the safety of our fleet on the roads."

#### **Will the public make the call?**

According to van Niekerk, one of the advantages of using the Driver Check solution in particular is that many transport companies in Gauteng are already featuring the Driver Check stickers and call centre number, so the critical mass of awareness has already been created and members of the public are more likely to respond to a recognised number.

"One of the questions we had initially is: Will the public actually make the call?" says van Niekerk.

"The Driver Check statistics have already shown us that the public is actively using the telephonic feedback mechanism, and not only for negative comments, but to commend good driving as well, so we are satisfied that it is an effective feedback mechanism. We've seen examples of the public calling in to complement drivers on preventing near accidents, or for going out of their way to be courteous."

#### **Reporting Crime**

“Being a greatly-desired commodity, we obviously need to manage our stock very carefully as well!” exclaims van Niekerk.

“The system will enable the public to report on any cases of beer going missing from the trucks in suspicious-looking circumstances. This is an ongoing problem, and we hope to get some good results in this area.”

### **Risk Classification for AARTO’s Points System**

An additional factor in SAB’s decision to implement driver monitoring is the proposed introduction of the new AARTO points system in October this year, under which drivers will be penalised on a points system for breaking the law, and may even have their drivers’ licences revoked at a certain points threshold.

Says van Niekerk: “Although we have an efficient in-house driver training program, we cannot be complacent, and we need to enhance our driver skills and understanding of the law in preparation for October. The driver monitoring will assist us with risk classification within the fleet as well as a highlighting specific areas where additional training is required.”

### **Enhancing Public Responsibility**

Van Niekerk concludes: “It is essential for us to have ‘eyes and ears’ out there on the roads, and the only way to provide comprehensive coverage is to get the public involved. Ultimately this will enable us to enhance our service, not only to our customers but to the general public. Our public responsibility is critical to the ongoing goodwill of our business.”

For further information on Driver Check, please contact Gail Robertson on 083 229-5856. Web site: [www.drivercheck.co.za](http://www.drivercheck.co.za)

Ends.



***Caption:*** *Stephan Scheepers, Isando depot Risk and Fleet Supervisor, with an SAB fleet vehicle sporting the Driver Check sticker for instant response to driver behaviour on the roads.*

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)

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