



Gaming the System to Improve Driver Behaviour

THE POWER OF GAMIFICATION TO CREATE BETTER DRIVERS



Introduction

Gamification is a word that you will be hearing more often, with industry experts picking it as a growing trend in business applications. The term arose back in 2002 but it wasn't until 2010 that it started to gain traction. Software developers began using the engaging traits of electronic games to increase participation in business programs. Before long, business applications that allowed users to socialise, collect achievements and be rewarded started to pop up.

Over the years gamification has matured. More real-world testing has helped "gamified" business applications to evolve beyond a simplistic points system.

It's not just about getting a high score anymore; it's a lot about helping employees develop and grow in their role, seeing their progress and being rewarded for a job well done.

Telogis users, across a range of industries, have recorded significant improvements in critical business KPIs after implementing gamification.

One example is Atkinson Construction, a company that noted a "drastic reduction in accidents and driver mishaps" after installing Telogis Coach, a mobile app that helps companies manage driver's behaviour using driver scoring and ranking.

As a fleet owner you might be wondering how gamification can help your business, or perhaps you're ready to start but you're looking for ideas on the best way to implement. This eBook can help you find the answers to these questions and understand how different employees might respond to gamification based on their personalities.



What is gamification?

Gamification is the use of game mechanics in a typically non-game-oriented context. It is used by software companies to build business applications that increase engagement and participation while accelerating learning. It leverages the inherent desire to compete, either with ourselves or others, with the objective of encouraging employees to achieve company-wide goals.

→ The 3 Phases of implementing gamification

There are three basic parts to integrating gamification into your business: (1) Mission, (2) Alignment and (3) Deployment. This eBook takes a closer look at each step involved in an effective roll-out.

PHASE 1: ESTABLISHING YOUR MISSION

A business without a mission is like a ship without a rudder. Even if you already have a mission, it's worth reviewing or updating it to match the current business environment.

While your mobile workforce may be a subset of a larger business, there's no reason it shouldn't have its own mission, one that aligns and supports the overall corporate mission.

Once the mission is established, it's time to break it down to individual goals or objectives that support the mission.

For example, the mission may be to operate the safest fleet in your region. Objectives may include reducing speeding incidents, HOS violations or harsh braking.

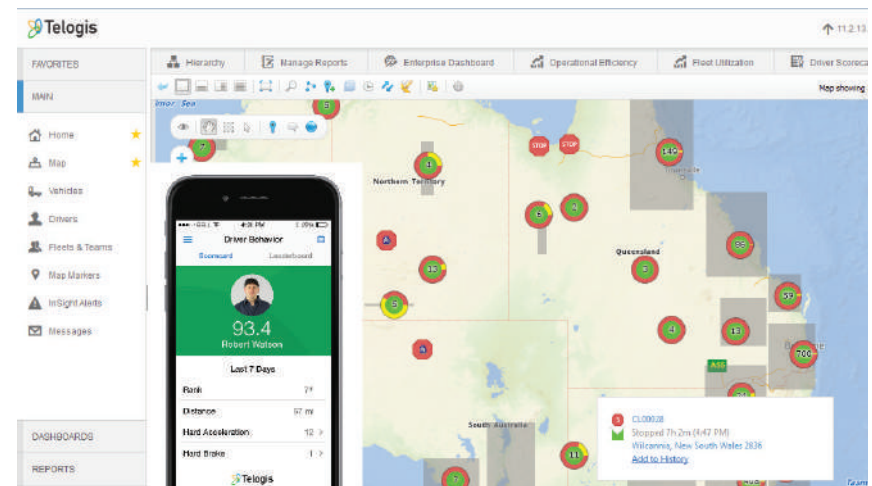
These objectives then become measurable KPIs (say over a 90-day period):

- Reduce speeding events by 45%
- Improve seat belt usage by 10%
- Reduce harsh braking by 30%

Keep your objectives as specific as possible. No sport would ever get popular if the goal was vague, moved regularly or unclear to the players.

No matter what your objectives are – increasing productivity, decreasing fuel costs, improving driver safety or increasing asset utilisation – the secret to achieving them is keeping them Specific, Measurable, Achievable, Realistic and Time-bound (SMART).

When that's done it's time to connect your entire organisation to those goals - that's where the next phase comes in - alignment.



→ Phase 2: Align your mission objectives

To make sure you stay on track to achieve your objectives you need to check your alignment. This means reviewing your objectives, to check they align with how you operate as a business. For example, if your company puts more emphasis on working as fast as possible without respect for safety, then setting an objective to reduce speeding won't align.

Get your company influencers (normally managers or supervisors) involved and review your objectives with them. They'll let you know quickly where they think alignment is lacking.

Your managers may suggest alternatives, or smaller objectives that can help your organisation work toward improved alignment.

It's important that your managers are onboard with the new objectives - they will play an important role in influencing others and ultimately help achieve a successful outcome.

After reviewing and refining your objectives, aligning them with your organisation, you're ready for implementation. It's time to deploy.



Socialisers - **Your secret to success**

Socialisers, as the name suggests, are people oriented. Often more interested in making friends than “winning” they can offer valuable assistance when you're working to align your organisation with a new mission.

Socialisers can be found at all levels of your organisation and are often easily spotted: friendly, outgoing and interested in others. They go out of their way to interact and often build loyalty from others; employees are generally more willing to do something for a friend than a boss.

If you have a good number of socialisers in your corner, your chances of success are much higher.



Phase 3 - Deployment

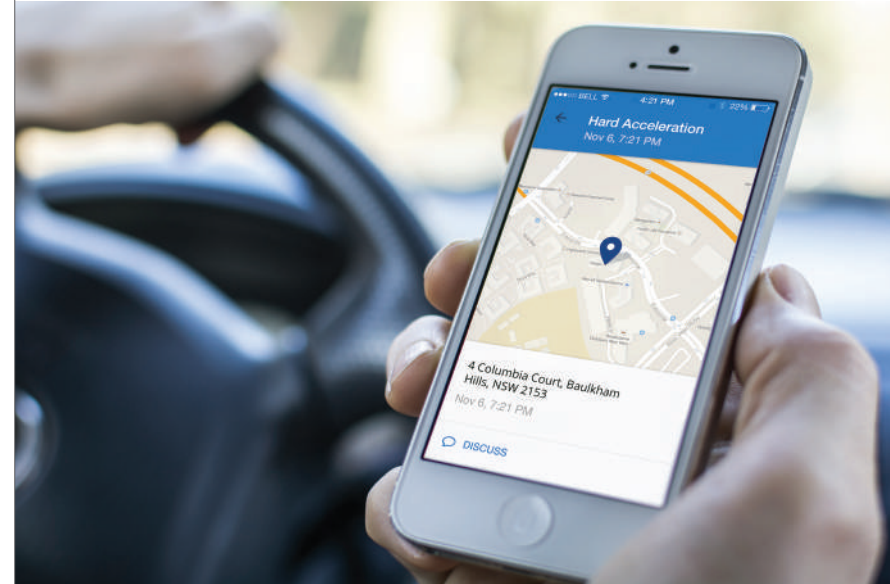
PHASE THREE SHOULD GO RELATIVELY SMOOTHLY IF YOU SET UP PHASE 1 AND 2 RIGHT.

A defined mission with measurable KPIs that are completely aligned with your organisation and backed by company influencers has a higher chance of successful deployment.

The size of your organisation will determine the scale of your deployment planning.

In the case of using Telogis Coach mobile app, small companies may only need brief training that includes a quick-start guide to explain how it works and instructions on how to download, install and log in to the app on their mobile device.

Large enterprises would benefit from the tailored implementation provided by Telogis Professional Services. Their expertise and deployment experience can help avoid common pitfalls and roll it out right the first time



Deployment involves more than just having your drivers install the gamification app and leaving them to it.

For the game element to be most effective it needs to be 'refereed'. This means monitoring results and celebrating wins. It also means adapting to the different gamer personality types in your organisation (see gamer types on next page).



Phase 3 - Deployment *CONTINUED*

→ **MONITORING RESULTS**

First of all, you want to make sure everyone in your organisation knows what your objectives are. If one of your KPIs is to reduce speeding by 50% then let the whole team know, not just management. A team wins when it knows what it's playing for.

You'll also need a scoreboard. Telogis Coach includes an enterprise dashboard that shows real-time results for specific KPIs - you can log in from anywhere and get an up-to-date score, either across the entire fleet or individual crews.

→ **CELEBRATING WINS**

You don't need to do cartwheels in the office every time a driver gets a perfect score but there should be recognition and reward.

In most cases the size of the reward is not important; it's about making sure they know you know, and it means something to you.

→ **RECORDING THE GAME TIME**

Decide on how long each "game" lasts. Employees will soon tire of a game with no end in sight. You can choose any reasonable period

but in general, for achieving fleet KPIs, a period of 90 days is most common.

At the end of each period, results are tallied, players rewarded and recognised and the game starts over.

→ **GAMER TYPES**

Not only will you have some of each gamer type personalities in your organisation, there's also a little of each type in all of us. You should remember this with your gamification program and make sure you're keeping each type happy.

Killers need sufficient competition. **Achievers** need plenty of recognition and rewards. **Socialisers** need lots of interaction with other players and **Explorers** need the opportunity to be creative with the game. Check from time to time that you have the balance right.

Give your team time to adjust to the new gamification approach, be generous with recognition and rewards and stay focused on your mission.



Get long term benefits from gamification

It's easy to dismiss the gains of gamification as a temporary improvement due to the increased attention on employee behaviour, akin to the Hawthorne Effect.

To be fair, it is possible that a program like this could be of limited long term value if not followed through on. If it was just a short term novelty then old habits would come back soon enough and undo any benefits achieved.

The key is to implement correctly, monitor and refresh at regular intervals.

One technique used successfully by Telogis customers when helping drivers adopt good habits is to restrict each game period to 90 days. It means there's a clear start and end, helpful in getting the maximum engagement from your players. At the end of the 90 day period winners can be rewarded, scores reset and the game starts over, with renewed enthusiasm.

The emphasis on rewarding positive driving habits will help to shift the focus away from any perceived misuse of gamification to punish bad driving behaviour – something that can easily chase good drivers away.



Done right, gamification can be more than just a passing fad. It can be a powerful force for change in your organisation - you'll see more than just better business results, you'll have employees that are feeling more engaged and appreciated, recognised for good performance on the job and motivated to do their best.



Telogis Coach - The gamification app for drivers

Telogis Coach brings gamification to driver safety. The app is available for iOS (iPhone or iPad) and most Android devices.

SIMPLE TO USE

It's incredibly simple to use and the scoring is intuitive - points are gained for kilometers driven, and deducted for violations (e.g. speeding, hard braking etc.). The score is out of 100, with 100 being perfect and 0 the low score.

A colour-coded traffic light system makes it green when you're doing well, and yellow and red when there is room for improvement or you're in the danger zone.

OBJECTIVE, FAIR AND ACCURATE

The real beauty of Telogis Coach lies in its impartiality as a moderator of a driver's behaviour. It uses real-time monitoring of an employee's actual driving and shows any recorded violations including time and location.

Drivers can drill into a violation to see exactly what it was and add a clarifying comment if needed.

The app empowers drivers to self-moderate their driving with little or no intervention from their supervisor, which is easier for

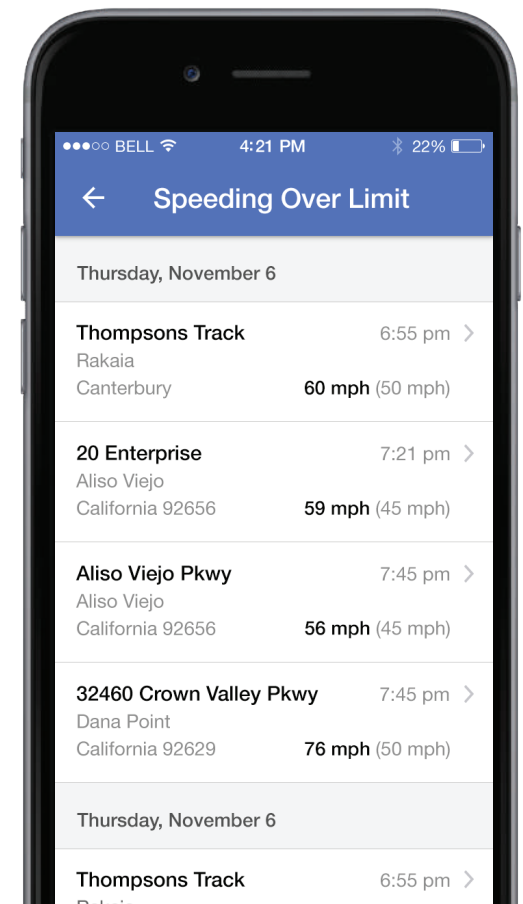
everyone and corrects bad habits far quicker than the traditional feedback loop.

MOTIVATING

The Telogis Coach leaderboard screen not only shows where drivers are in relation to their peers, but **there can also be separate leaderboards for different KPIs** - seat belt use, fuel economy, unproductive idling or speeding.

Drivers can compete against each other as well as their own score, which will indicate how they are trending, either up or down depending on their most recent performance.

A recent history option allows drivers to look back over the last seven or 30 days.





REAL RESULTS

Fleets using Telogis Coach are reporting significant gains in achieving objectives for improved driver performance, including efficient driving and safety behind the wheel, something that can be a difficult goal to reach.

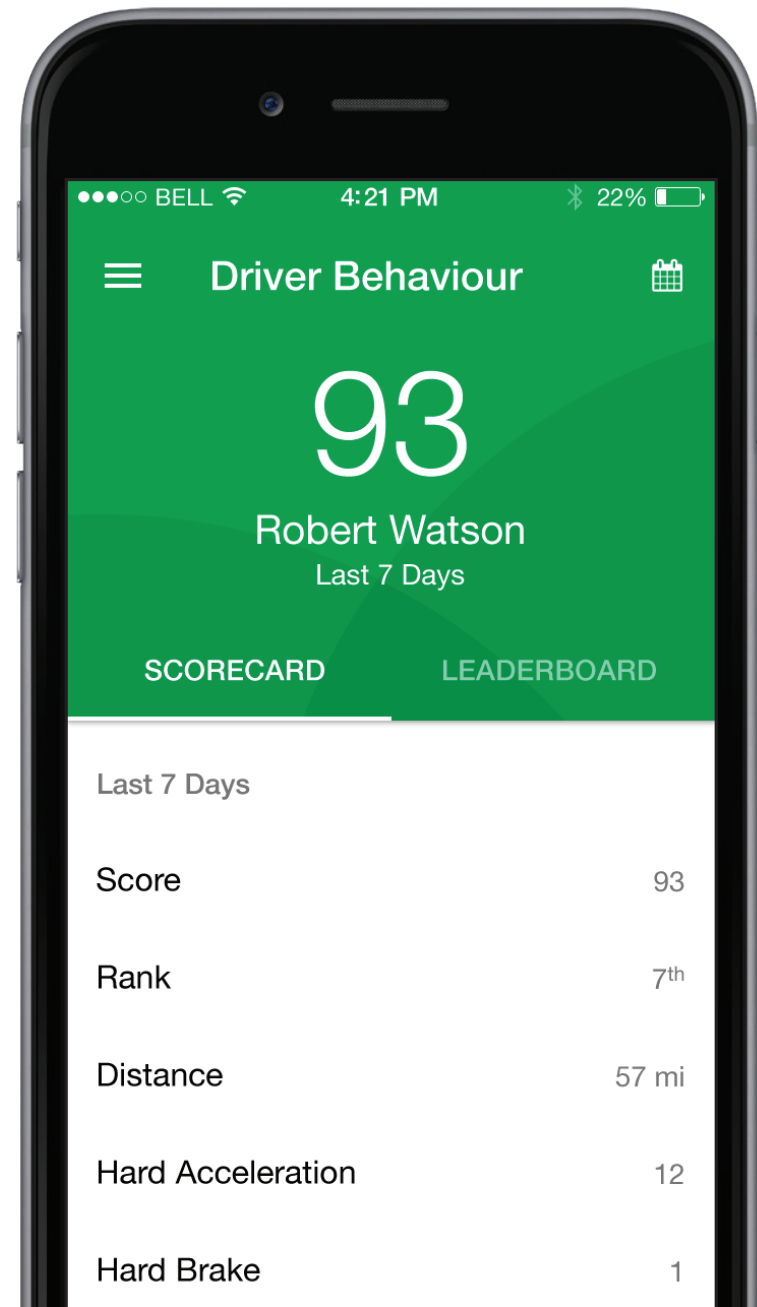
The team at Atkinson Construction works in an industry where safety is paramount and has found using Telogis Coach has been a novel, yet effective approach to promoting safe driving.

"Telogis Coach has driven home a point to the guys that driving safe, driving correctly can be fun. It's helped our safety program tremendously. They actually get in the truck and think about [improving] their score."

TIM KARLE, ATKINSON CONSTRUCTION

Telogis Coach is gamification in action, and the results are speaking for themselves.

Learn more at <http://www.telogis.com.au/solutions/mobile/coach>





Telogis provides a cloud-based location intelligence software platform for companies that require route optimisation, real-time work order management, commercial navigation, telematics and mobile integration services for their mobile workforces.

Telogis is dedicated to enhancing the value of its customers' businesses through intelligent integration of location technology, information and services. Telogis was established in 2001 and is headquartered in Aliso Viejo, California, with offices in Australia, Europe and Latin America as well as development centers in Austin, Texas; Toronto; and Christchurch, New Zealand. Telogis' products and services are used and distributed in more than 100 countries worldwide.

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