

Fleet Driver Liaison Manager

The role of the fleet driver liaison manager was first introduced in Ubico in October 2020. The role is to help cut the carbon emissions that pollute the air, and ultimately help Ubico to support Partners with their carbon reduction strategy.

The first stage of this process was to research and source a company that specialises in telematics equipment. The chosen supplier was CMS SupaTrak.

This equipment was fitted to the vehicles to purely monitor the vehicle, and the driver. The drivers were unaware that their driving was being monitored, this gave the opportunity to benchmark figures for both the driver and the vehicle over a random two-week period. This is what the improvement figures are based on. The vehicles and drivers were monitored on the criteria below.

- Throttle Score
- Idle Score
- Green Band Driving Score
- Over revving Score
- Speeding Score
- Acceleration Score
- Braking score
- Cornering Score
- Coasting Score
- MPG
- CO2

With all of the aforementioned, points are gained and lost, the aim for the driver is to achieve as high an EEDI (energy, efficiency, driver, index) score as possible.

CMS SupaTrak system gives the driver liaison manager a complete view of a driver's performance via the online Ubiconnect system. With the extensive analytical data provided by the system fitted to the vehicles, it is possible to view live camera footage, real time alerts and track the vehicle. The data captured also enables the fleet driver liaison manager to pinpoint any aspects of the driver that can be improved on.

The driver liaison manager then creates a bespoke lesson plan for underperforming drivers and then can implement and roll out training aimed at educating and advising the driver on how to improve their eco driving skills. This is all documented and the drivers progress is monitored over a two-week period, with the fleet driver liaison manager briefing the driver regularly on their progress.

A league table of high performing eco-drivers is produced each month and displayed in prominent positions around the depot, focusing on the top eco-performers. The top eco performer at the Cotswolds depot is named and highlighted in Ubico monthly newsletter. The competition to be on the list is very competitive amongst drivers.

Since the introduction of the fleet driver liaison manager in 2020 you can see the overall savings in litres of fuel, £ savings, but more importantly 172.57t of CO2 has been saved. This is ultimately making it a cleaner, greener place for the residents of the Cotswolds to live.

Year	CO2 Saved (T)	Litres Saved	£ Savings
2020	-3.66	-1540	-£1,066
2021	35.52	13734.83	£14,153.23
2022	45.36	16,335.20	£23,696.63
2023	57.71	18322.80	£23,680.46
2024	37.64	12050.57	£14,710.82
Total	172.57	58902.99	£75,175.02