



**How fleet management software  
can protect the safety and profitability  
of passenger transport fleets**

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**GEOTAB<sup>®</sup>**

# Table of contents

Improving standards for passengers and drivers ..... 3

Controlling costs and protecting profits ..... 4

Protecting the planet ..... 5

Optimise your passenger fleet operations with Geotab ..... 6





With such high costs and tight margins involved in sustaining a passenger transport fleet, it's imperative to optimise operations and fleet safety to deliver excellent customer service for the lowest cost.

The factors that contribute towards peak fleet performance can be considered in the context of the three pillars of sustainability. Modern fleet management solutions such as MyGeotab allow operators to focus holistically on People, Planet and Profits to identify the crucial savings that will help them to sustainably run their fleet for the long run.

## Improving standards for passengers and drivers

To maintain optimal passenger satisfaction and safety standards, operators are recognising the vital role that their drivers play, and how an active coaching program can improve fleet safety performance.

Research has shown that monitoring driver behaviour can reduce fleet incidents by as much as 80%, and the European Transport Safety council (ETSC) acknowledges the value of driver training to reduce work-related road risk. Ultimately, these programs will provide vital protection for all road traffic participants; your drivers, passengers, and the wider community.



## Controlling costs and protecting profits

By protecting people with a robust safety training programme, the fleet operator ultimately protects the profits of the business, since the greatest avoidable cost for passenger transport fleets is an at-fault collision.

Research undertaken by the UK Health and Safety Executive identified that the uninsured losses can be 8 to 36 times greater than the insurable costs of a collision<sup>1</sup>. These include losing key personnel to injury or ill-health, potential loss of reputation and the expense of covering the involved vehicle while it's off the road.

As part of their work-related road safety management programme, the ETSC conservatively multiplies the reported cost of a collision by two in order to account for the hidden costs. However, it goes on to calculate that based on a 10% return on sales, a business needs to generate £60,000 of revenue to cover a **collision cost** of just £3,000. Monitoring driver behaviour has been shown to reduce **accident claim costs** by 50%, and the overall number of claims by 30%.

Training also makes drivers happier and more engaged, improving staff retention rates and reducing recruitment costs.

Geotab's fleet safety management solutions make it easy for operators to implement robust driver safety programs, with features including:

- At a glance dashboards that show which drivers are the safest, and which are most in need of additional training
- Integration with dash camera solutions, providing high-definition footage of road incidents and in-cab behaviour that can be used to provide tailored safety coaching to drivers
- Integration with advanced collision avoidance and in-cab coaching systems that provide real-time feedback to drivers, immediately improving their behaviour
- Gamification applications that encourage friendly competition based on safe driving performance indicators, incentivising the behaviours that will improve overall fleet safety and reduced numbers of incidents and collisions

### Geotab offers additional tools to help you out in your fleet management journey.



#### Helping drivers to be better at their jobs

*Learn how to reduce accident claim costs and your overall number of claims.*

Helping drivers to be better at their jobs doesn't just reduce the risk of collisions. A relaxed driving style creates a smoother, more comfortable experience for passengers and reduces maintenance costs by eliminating unnecessary wear and tear. One study found that by limiting vehicle abuse through **analysis and driver training**, fleet maintenance costs can be reduced by almost 10% in one year.

1. HSE (1993) The costs of accidents at work, Health and Safety Executive Publications, Sheffield.





Fleets must also find the crucial percentage point optimisations to improve the health of the fleet vehicles and minimise downtime. With Geotab's fleet maintenance solutions, standard predictive maintenance programs can now be reinforced and made more predictive in nature. Active diagnostic fault codes from the vehicles enable the workshop to prioritise maintenance schedules and ensure a streamlined parts ordering process that minimises vehicle downtime and reduces the chance of unforeseen faults and breakdowns. This improves operating margins by reducing maintenance and fuel costs, and reduces service disruptions.

Savings can often be considerable. A UK coach operator saved thousands of pounds in maintenance and recovery costs when Geotab's in-vehicle diagnostics system alerted them to a potential gearbox failure during a trial of the telematics solution. This advanced warning also prevented the reputational damage that an international breakdown would have otherwise caused.

Operational costs can also be slimmed by using insights from Geotab's fleet management software to reduce the common sources of fuel waste, including aggressive driving, excessive idling, and vehicle wear and tear. A study in Iceland found that improving driver behaviour can reduce overall fuel costs by up to 10%.

In the two years since implementing Geotab's fleet telematics solution, the German regional transport provider DB Regio Straße substantially reduced their fuel costs by leveraging data insights like vehicle condition and driving behaviour to better manage and optimise their fleet.

## Protecting the planet

A fleet that improves safety standards for their drivers and passengers, streamlines operations, and improves vehicle health intrinsically reduces their environmental impacts. Every litre of fuel saved reduces the emission of human health and climate impacting gases and particles.

The same indicators that inform a drivers' safety performance are almost identical to those that inform their eco-driver performance, and unsafe driving behaviours such as harsh acceleration and excessive speeding simultaneously increase fuel consumption and CO2 emissions. A driver safety training program supported by active insights from dash cameras can therefore significantly decrease fleet CO2 emissions.

Unnecessary idling can also impact fuel economy and exhaust emissions. In just one year of using Geotab's fleet management platform, the *DB Regio Straße* reduced unnecessary idling times by approximately 40%, corresponding to a **reduction in their environmental impact** of approximately 1,400 tons of CO2 per annum.

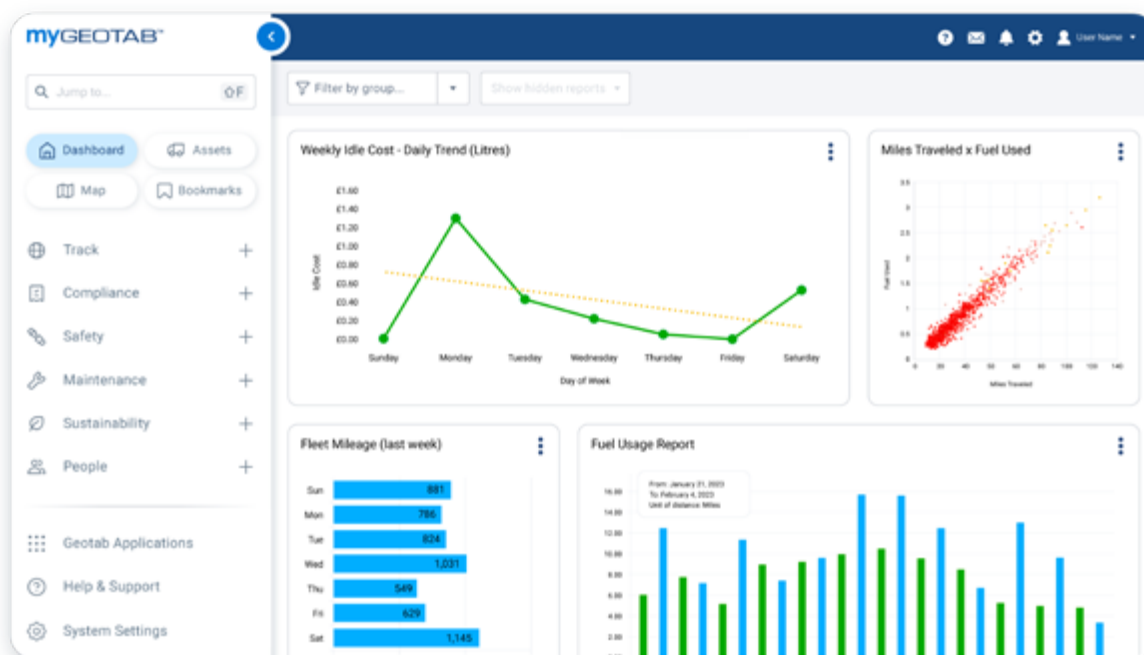
Meanwhile, gamification apps such as Geotab's Driver Challenge can create friendly competition between drivers based on their eco driving performance, further reducing the fleet's environmental impact.

Geotab's Green Fleet Dashboard then provides vital insights on fuel consumption and economy to allow for active management, and enables operators to accurately report on their progress towards the fleet's sustainability targets.

## Optimise your passenger fleet operations with Geotab

Compatible to connect and retrieve data from over 9,000 internal combustion engine (ICE) vehicle makes and models, Geotab's fleet management solutions allow passenger fleet operators to find the crucial final percentage optimisations in every area of operations. With actionable insights across the three pillars of sustainability, margins can be tightened by eliminating unnecessary costs, while also protecting the planet and the people the fleet interacts with.

To learn more, visit <https://www.geotab.com/uk/passenger-transportation/>



MyGeotab Dashboard for quick overview on important metrics.

# About Geotab

Geotab is advancing security, connecting commercial vehicles to the Internet and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimise fleets through the reduction of fuel consumption, enhance driver safety and achieve strong compliance to regulatory changes. Geotab's products are represented and sold worldwide through Authorised Geotab Resellers.

To learn more, please visit [www.geotab.com/uk](https://www.geotab.com/uk) and follow us [@GEOTAB](#) and on [LinkedIn](#).

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