

# Starting A Fuel Incentive Program With Drivers In Mind

## Fuel Incentive Programs: A Win-Win

Every single day, truck drivers take on the responsibility of delivering goods all over the country so businesses can continue to thrive.

Because truck drivers tackle such invaluable work, it is up to fleet management to ensure that drivers know they are appreciated, their hard work is being measured fairly, and they will be appropriately rewarded for their skills.

## Getting Buy-In From Drivers

With a tool like True Fuel® in place, carriers can reward drivers for improving fuel efficiency, resulting in happier drivers, higher retention, and a better bottom line as you cut fuel waste and save money.

Some drivers may feel like driver incentive programs are too childish for them or as though they're being micromanaged. But when the program is positioned as a fair and constructive competition between drivers or even as a fun way to compete and improve their personal record, they are more likely to think of the program positively.

## Building Your Incentive Program

When you take a dedicated, methodical approach to constructing a fuel incentive program, you can create something that works for your carrier, based on its specific needs and culture.



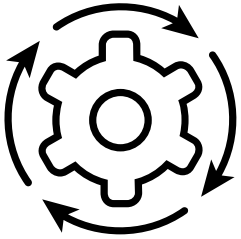
**TENSTREET  
TRUE FUEL®**

Our True Fuel® performance solution reduces fuel costs by combining real-time driver coaching, precise vehicle monitoring, and comprehensive fuel use analytics. It delivers unparalleled visibility and control over your fuel costs.

True Fuel® adds value to any fleet and can help save at least \$1,500 per truck per year. Because it separates the performance of the driver from other factors when it comes to fuel economy, it's the perfect foundation for a driver-friendly fuel incentive program.

# Building a driver fuel incentive program

## Step 1: Conduct an initial operational assessment



An operational assessment is an overall evaluation of your operation's effectiveness. When developing a driver incentive program, it's crucial to determine what your fleet is already doing well and what needs to be improved when it comes to fuel efficiency.

An open discussion with drivers on this subject can ultimately have a positive effect on company culture and relationships among drivers. It can even help increase driver motivation and your retention rate.

Measuring a driver's performance using MPG isn't fair, and drivers know it. There are many factors that are out of drivers' control such as load type, the environment, tractor configuration, and routing.

True Fuel® measures performance using factors that the driver DOES control, including speeding, acceleration, idling, shifting and engine speed control, which makes their target goal fair and respectable.

## Step 2: Use a fair, driver- focused target



## Step 3: Obtain organizational buy-in

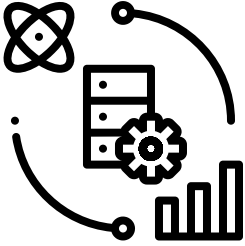


When every member of the fleet, from the top down, is behind the driver incentive program, it will be successful.

Make it clear what each team member's role is and keep the channels of communication open. Update team members and key stakeholders regarding progress regularly so everyone is on the same page.



## Step 4: Create data- driven dialogue



Drivers need to have the right tools to accomplish goals. Start out by showing the driver what their past performances look like and the steps they can take to improve their fuel efficiency performance.

True Fuel's® real-time, in-cab coaching is a vital tool to empower drivers to be the best they can be and save fuel before it's inefficiently burned. Having data-driven dialogue is key because it is fact-based, and personal opinion is taken out of the equation.

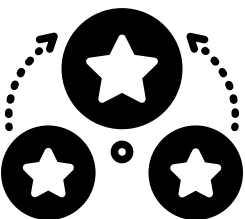
The most successful fleets know how to motivate their drivers. True Fuel® provides motivation through autonomy (no restrictions on driveability), purpose (alignment with fleet bottom line goals), and mastery (real-time, empowering in-cab tools). When drivers are able to have control over what they are working on, it empowers them to be successful.

Allowing drivers to go after mastery and encouraging them to continuously challenge themselves motivates them to improve and excel in their trade.

## Step 5: Motivate Drivers



## Step 6: Monitor and Adapt



A successful driver incentive program will always be in a state of evolution.

Monitoring the program and adapting it to what suits your drivers is important when it comes to the success of the fleet. The needs of your drivers will change over time, so treat your rewards programs with an iterative mindset.



## Step 7: Find the right way to incentivize drivers



Giving out monthly or quarterly bonuses to your top fuel-efficient drivers is a popular and successful way to motivate your fleet. But if you're looking for something a little more creative, check out some of our clients' most successful driver incentive programs:

- **GIFT CARD GIVEAWAYS** - Weekly rewards for your top drivers can be a very motivating incentive. Using True Fuel® metrics, one client chose to reward their top fuel-efficient drivers each Friday with restaurant gift cards. Having a weekly driver incentive program encourages all drivers to participate because the winners can constantly vary. Drivers feel appreciated and can use their recognition reward for a nice evening out with family and friends.
- **TIER-BASED REWARDS** - Since the majority of truck drivers are paid by the mile, some of our clients will pay an extra 1 cent per mile depending on how fuel-efficient drivers are using our True Fuel® technology. For example, if a driver gets paid 40 cents per mile, and the goal is to be 97% fuel efficient, drivers that reach that 97% goal will receive an extra 1 cent per mile, drivers that are 98% fuel efficient will receive an extra 2 cents, and so on. This helps fleets to maintain their top drivers and encourage other drivers to perform more fuel-efficiently.
- **COMPANY SWAG GIVEAWAYS** - To show appreciation to drivers that reach True Fuel® efficiency goals, trucking companies can give out company-branded gear. This one-of-a-kind company gear creates a sense of pride for their company and provides them with a useful recognition of their work.

Driver incentive programs encourage drivers to continue to be fuel-efficient, knowing that they are appreciated and can earn a little extra with good work.

## Want to learn how Tenstreet can help?



### Take the first step!

Contact us at [sales@tenstreet.com](mailto:sales@tenstreet.com) or 877-219-9283