Using Gamification to Increase Safe Driving Awareness

Ted Lewin and David Glines
Wheels, Inc.
Improving Safe Driving Behavior
Traditional / Core Methods

• Fleet Safety Policy
• Motor Vehicle Records
• Training
  – Online
  – Behind-the-Wheel
• Risk Profiling
Improving Safe Driving Behavior

New Trends

• Telematics
• Collision Avoidance Systems
• Back-up Cameras
Negative vs. Positive Reinforcement

• Traditional / core methods are essential, but typically driven by:
  – Pre negative behavior (prevention)
  – Post negative behavior (reprimanded)

• How do you reward good drivers and make them even better?
  – Positive Reinforcement
Reward Good Driver Behavior with Positive Reinforcement

- Loosely defined, “Gamification” is a term used to describe the following type of system:

  1. Measuring/ranking a group of people using standard criteria

  2. Influencing these people by rewarding them when they exemplify good behavior
Ranking & Rewarding... And More

- In fleet, ranking can be as simple as a list of all drivers in the fleet from best to worst in a certain behavior category

  **OR FOR MORE COMPETITION:**

- Organize drivers into groups – where each group competes together, and then the groups are ranked
How Can Safety Be Gamified?

- Example Competition:
  - A competition must be time-boxed – whether months or years
  - Ongoing content reminders like safety tips, pledges, and quizzes can reinforce driver focus in a competition
  - Drivers/teams are rewarded each week for being “accident-free” for past 90 days
  - If in an accident, a driver is placed in a “penalty box” for 90 days – others earn points
  - Members of winning team (or individuals) earn a prize
SAFETY
Earn up to 20 points by taking the latest Policy quiz called “Safety”.

Take a Quiz Now

Points

<table>
<thead>
<tr>
<th>Points</th>
<th>MPG</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MY TEAM</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TEST</strong></td>
<td></td>
</tr>
<tr>
<td>1 Doug Becker</td>
<td>2,103</td>
</tr>
<tr>
<td>2 JOHN ROUND</td>
<td>1,794</td>
</tr>
<tr>
<td>3 Ted Lewin</td>
<td>1,435</td>
</tr>
<tr>
<td>4 JAMES ATHENS</td>
<td>1,397</td>
</tr>
</tbody>
</table>

18 Days Left

Latest Badges

Deja Vu
Gamifying Fleet Can Lead to Improved Safety Results

• Results from safety culture change are determined over a longer period of time – such an entire year

• As a part of an encompassing safety initiative, gamification has helped contribute to at-fault accident reduction up to 40%

• Driver “chatter” inside an organization changes from gripes about compliance and online training, to new excitement and collaboration
What Works Best: A Holistic Approach to Safety

• A **broad** gamification roll-out can help engrain safety in the culture with the carrot.

• A **targeted** traditional safety program targets those drivers needing punitive measures (the stick).

THANK YOU!
Questions?