

Using Gamification to Increase Safe Driving Awareness

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Wheels, Inc.



**Fleet Safety
Conference**

July 22-23, 2014

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Improving Safe Driving Behavior Traditional / Core Methods

- Fleet Safety Policy
- Motor Vehicle Records
- Training
 - Online
 - Behind-the-Wheel
- Risk Profiling



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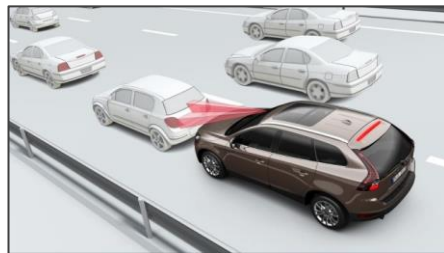


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Improving Safe Driving Behavior New Trends

- Telematics
- Collision Avoidance Systems
- Back-up Cameras



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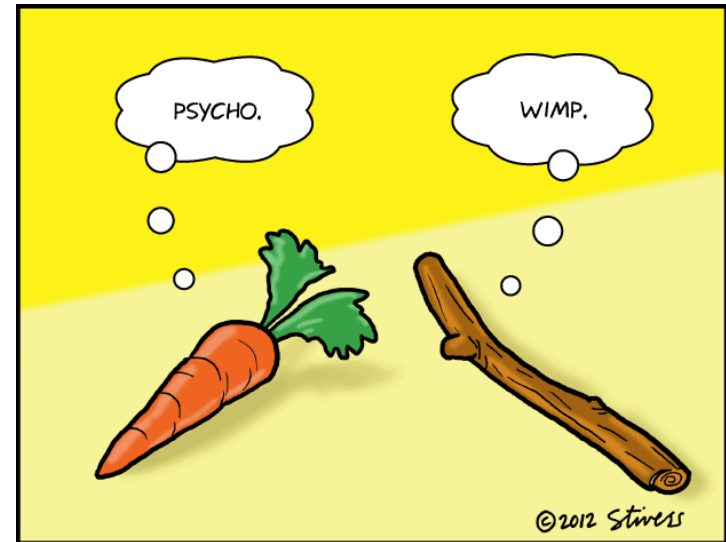


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Negative vs. Positive Reinforcement

- 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



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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



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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

MY TEAM	ALL DRIVERS	TEAM STANDINGS
TEST		POINTS
1 Doug Becker		2,103
2 JOHN ROUND		1,794
3 Ted Lewin		1,435
4 JAMES ATHENS		1,397

[VIEW ALL DRIVERS](#)



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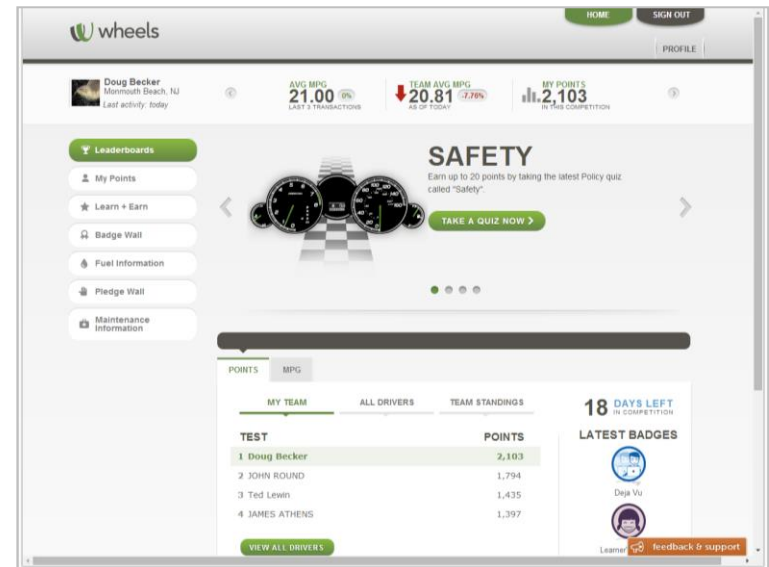
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How Can Safety Be Gamified?

- 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



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 **Doug Becker**
 Monmouth Beach, NJ
Last activity: today

AVG MPG
21.00 0%
 LAST 3 TRANSACTIONS

TEAM AVG MPG
20.81 -7.76%
 AS OF TODAY

MY POINTS
2,103
 IN THIS COMPETITION

Leaderboards

My Points

Learn + Earn

Badge Wall

Fuel Information

Pledge Wall

Maintenance Information

SAFETY

Earn up to 20 points by taking the latest Policy quiz called "Safety".

TAKE A QUIZ NOW >



POINTS

MPG

MY TEAM

ALL DRIVERS

TEAM STANDINGS

TEST

POINTS

1 Doug Becker	2,103
2 JOHN ROUND	1,794
3 Ted Lewin	1,435
4 JAMES ATHENS	1,397

18 DAYS LEFT
IN COMPETITION

LATEST BADGES



Deja Vu



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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



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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!



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Questions?



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