

SAVING MONEY AND YOUR REPUTATION WITH



Double 4 Ltd are a successful tail lift and vehicle shutter repair company, the management take



their responsibilities towards duty of care to their employees and the public very seriously. When one of the experienced engineers at Double 4 Ltd. had an accident which was deemed to be his own fault, the managers called RED Fleet Training.

Double 4 Ltd saw their priority action as organising in-vehicle training for the engineer with the objective of establishing any areas of development that the engineer needed. RED Fleet Training teaches drivers new skills, techniques or simply encourages a change in the driver's behaviour. Dale Wilkes, MD, commented:

“We knew there was a high cost involved in any motor accident, we asked RED Fleet Training to look at the situation for us in terms of training the driver and the cost of these accidents in more detail. The outcome was surprising when we explored all the factors involved”

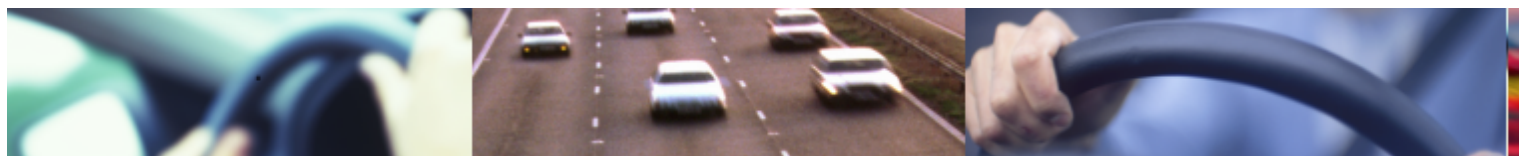
Cost Element	£ amount
Insurance excess	£500
Vehicle recovery to depot	£150
Unearned wages to engineer and transport home	£60
Payment to substitute engineer	£150
Replacement Vehicle (10 days)	£700
Engineers time to unload and re load stock into spare vehicle and back again. (2 days)	£400
Sign-writing on repaired vehicle	£200
Lost revenue through engineer downtime	£960
Reputation Cost (Late for client. Public seeing damaged high profile vehicle)	£???
Known total for last incident	£3,120

RED Fleet Training recommended a half day, one to one in-vehicle session with a Driving Standards Agency registered RED Fleet Trainer. The engineer felt the session was very beneficial, he said:

“I had been in a driver training session before from another training company and found their style very rigid and almost dictatorial! The trainer from RED Fleet Training took an interest in me and how I worked; he took time to ask about my previous driving experience and was very supportive during the training session”

After a full debrief with the RED Fleet Trainer, Dale Wilkes, MD, stated:

“I am confident that the quality of approach and training delivery from RED Fleet Training will have a positive effect on the drivers' accident statistics. This means for a modest investment in driver training we could save at least £2700 in a year as well as protecting our valuable client and supplier relationships, not forgetting our reputation and brand image in the market – what cost can you put on that ”



CASE STUDY



The Double 4 Ltd service is to respond to emergency call outs 24 hours a day to a wide variety of high profile clients, some of whom are servicing their own clients to strict timetables. The service is delivered to clients through a team of highly trained and experienced engineers. Each engineer drives a fully stocked and equipped highly recognisable van. Effectively, each vehicle is a mobile workshop and an advert for the company.

Recently, one of their experienced engineers had an accident which was deemed to be his own fault. This was the engineers third 'at fault' accident in the last two years. The engineer in question is a valued employee and is key to delivering good service and therefore influential in client retention.

The half day training session took place in the engineers own van, this meant that the vehicle familiarisation content delivered as part of the session is far more relevant to the driver. It also meant that any faults specific to driving vans for work could also be picked up. The engineer said:



"His style was more about helping me understand my driving style and habits and the consequences of that style. He helped me with some advice on how to improve my hazard scanning skills"

The session took the form of a driving assessment over many types of roads and after a chat with the driver, the trainer started to uncover an issue which would occasionally contribute to an accident, even though the engineer was a very experienced and skilled driver.

The trainer coached the driver through the issue and agreed on some corrective action, with the remainder of the driving session being about the driver putting these new techniques into practice.

Finally the trainer ran through a full debrief with driver confirming the outcomes and agreed actions from the session. Once the driver had been debriefed the trainer held a feedback session with Double 4 Ltd's Service Manager to let him know what had been covered in the training session and results from the morning:

"I was very happy that the trainer had delivered a relevant, timely and comprehensive training programme. As a Service Manager, a sustained change in the engineers driving style will enable me to schedule jobs more confidently knowing that the engineer is driving in a safer way and far more likely to arrive at our call outs on time and deliver a great service."

For more information on how RED Fleet Training can help you and your business please call 0800 288 8965 or visit www.redfleettraining.com

