

How fleet gamification helps you retain drivers

Make them want to stay without relying on financial incentives.

Gamification rewards the brain.



1. Behavior triggers dopamine release.
2. Repetition triggers more dopamine.
3. Mundane behavior becomes engaging.



One company's brainstorming groups generated 58% more ideas.¹

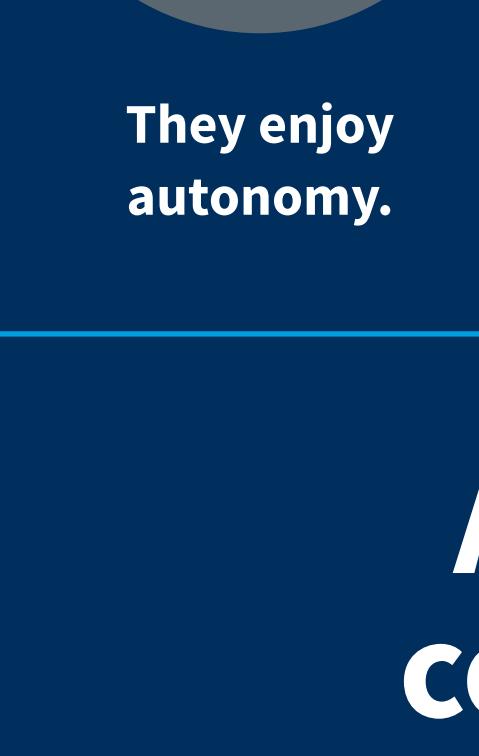


A well-known motor company motivated 67% of its employees to work out.²

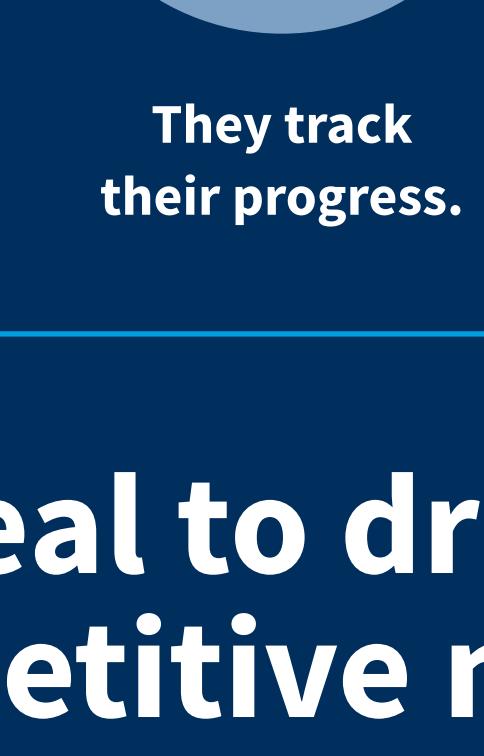


One consulting firm raised participation in employee recognition from 5% to 90%.²

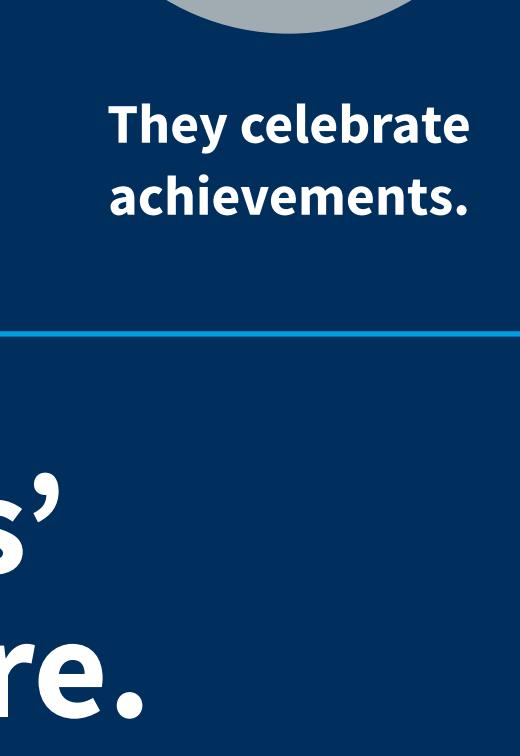
Better performing drivers create better performing fleets.



Prioritize safety.
Coach drivers to operate safely and prevent accidents.



Save on fuel.
Motivate drivers to perform more efficiently.



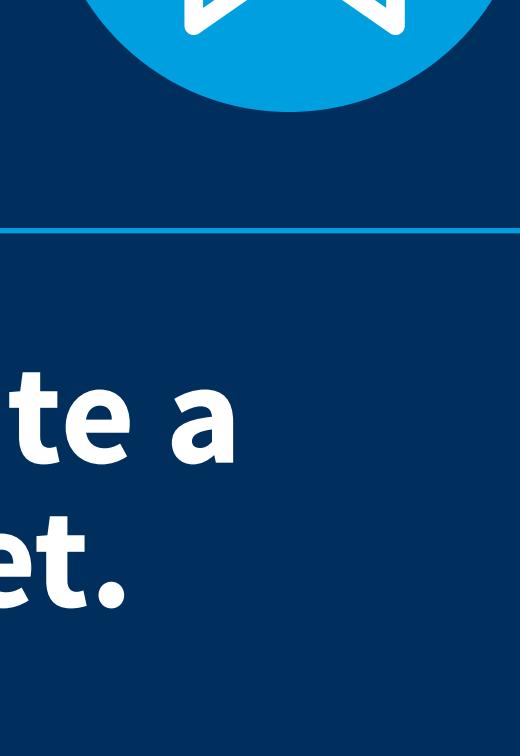
Retain quality drivers.
Track scorecards, and reward top-performers.



They enjoy autonomy.



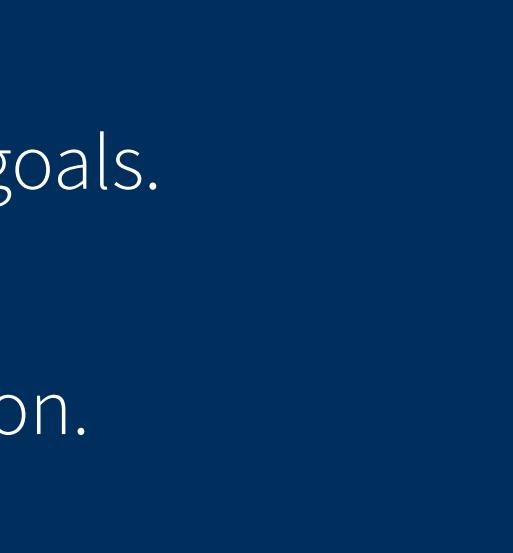
They track their progress.



They celebrate achievements.

Get drivers on board, and keep them there.

- Motivate them to outperform each other.
- Provide real-world context for feedback.
- Expand the impact of safety training as drivers start self-policing.



Retain drivers, create a fully engaged fleet.

- Enable driver recognition and reward.
- Demonstrate commitment to standards.
- Open conversations for coaching.
- Set clear expectations and achievable goals.
- Accelerate training for new drivers.
- Engage drivers as part of the organization.



To learn more about how Zonar can help implement the technology for your fleet gamification program, contact us at info@zonarsystems.com.

References

1. Barclay Rae: Gamifying the Service Desk, Real value beyond the hype

2. Yu-ki Chou: A Comprehensive List of 90+ Gamification Cases with ROI Stats