

SmartDrive SmartIQ DRIVER INCENTIVE STARTER PACKAGE

Fleets of all sizes are struggling to attract and retain quality drivers. ATA has reported driver shortage at more than 50,000 drivers with a potential to rise to 174,000 by 2024. How do you attract—and retain—the best of the shrinking driver pool?



A well-implemented driver incentive program can provide a considerable positive return on investment as a result of improved driver safety and reduced accidents, while greatly enhancing driver recruitment and retention.

The SmartDrive SmartIQ® Driver Incentive Starter Package is an ideal solution for fleets looking to jump-start their data-driven driver incentive programs within days, instead of weeks or months. It includes the SmartDrive® SmartIQ Driver Scorecard Pro Pack, as well as two hours of SmartIQ Pro Services – custom development time from the SmartIQ Pro Services team of analytics experts – and training.

With the Starter Package, you can:



Monitor the performance of your drivers in real-time



Set specific parameters and thresholds for bonus program disqualifications



Quickly recognize and reward top-performing drivers



Complete, unbiased view of driver performance – data compiled across many types of activities, including safe driving, MPG, miles driven, coaching and more so managers can stay focused on other aspects of their fleet



Built to improve driver retention – purpose-built scorecard enables managers to quickly recognize and reward top-performing drivers



Customizable – SmartDrive team of analytics experts can tailor a solution to meet each fleet manager's specific needs and goals



Flexible – as a fleet's needs evolve, fleet managers can easily add other analytic solutions from the SmartDrive SmartIQ product family to build upon driver success and continue development of world-class drivers



WWW.SMARTDRIVE.NET | (866) 447-5650