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# Improving Driver Compliance with Strategic Solutions

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### **The Challenge:**

Improve driver compliance with corporate fuel and maintenance policies

### **The Solution:**

Track driver spend, identify exceptions

### **The Results:**

With exception notifications, driver behavior can be modified



## The Challenge:

Improve driver compliance with corporate fuel and maintenance policies

Drivers for Houghton Mifflin Harcourt Publishing Company make thousands of transactions for maintenance and fuel expenses each month, and ensuring those drivers are adhering to corporate policies is key to managing costs.

To address that, the global education company draws on the strategic consultation services of its fleet management provider, Donlen Corporation, whose professional team and innovative technology provide solutions for continual savings.



## The Solution:

Track driver spend, identify exceptions

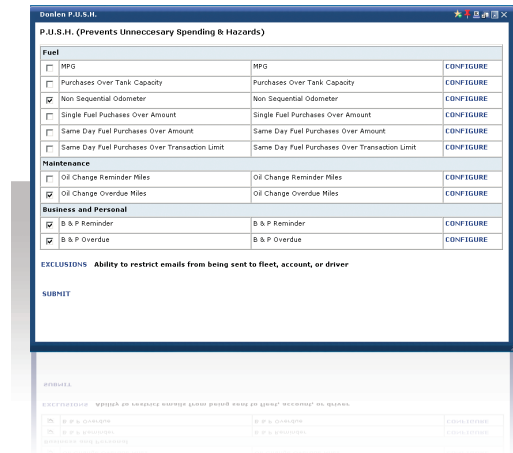
Based in Northbrook, Illinois, Donlen tracks and measures spending patterns as they are captured through the Donlen MasterCard® fuel card. In addition to fuel dollars and unit cost per gallon, the card collects an odometer reading and tracks which driver is executing the transaction. This data can be customized to mirror the policies of a corporation, and report back compliance by drivers.

Examples of tracking reports include these key areas:

- miles per gallon is below expectations for the vehicle:** This area is evaluated by comparing each vehicle's MPG to those published by the manufacturer. When Donlen compares the manufacturers' combined city/highway MPG against sample data, significant savings opportunities are identified.
- fuel purchase exceeds the vehicle's tank capacity:** When drivers purchase more fuel than what will fill their vehicle, the client is notified.
- preventive maintenance over due:** To decrease costly repair expenses and vehicle downtime, liability and vehicle resale depreciation, preventive maintenance scheduling is critical.

And these:

- driver has entered nonsequential odometer readings**
- daily spending limit is exceeded**
- number of daily transactions is exceeded**



With this detailed perspective, Donlen then alerts clients when exceptions are noted so driver behavior can be modified according to corporate policies.

These exceptions are communicated to clients via automatic e-mail notifications with Donlen's PUSH (Prevent Unnecessary Spending and Hazards) technology. When drivers miss a preventive maintenance requirement, for example, the client is notified with PUSH so the exceptions can be addressed. The PUSH system has options for drivers and managers to receive customized email alerts, all controlled centrally by the fleet department.

The MasterCard® fuel card also enables clients to determine spending parameters to improve driver compliance as well. For instance, cards can be limited to "fuel only" transactions and pre-established spend limits can be created to prevent abuse.

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## The Results:

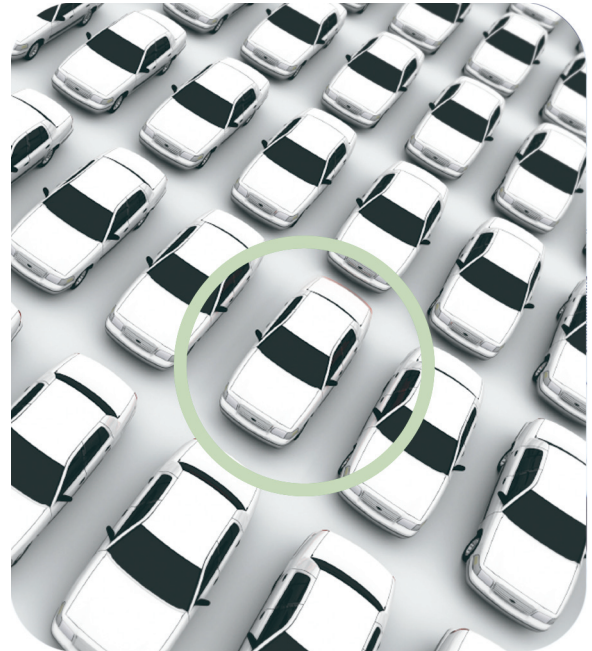
With exception notifications, driver behavior can be modified

According to Keith Smith, director of office and facility procurement for HMHPC, the strategic approach provides assurance that data will be accurate and driver behavior modification can be addressed when needed. Over time, the reports will also enable the client to see patterns.

“Over a two-year period this data will become the “snapshot” of the major driving forces associated with operating the fleet at a quick glance reference,” said Smith.

Currently, driver compliance for odometer integrity for HMHPC is well above the Donlen benchmark. The industry average is at 84%, and HMHPC’s is 93% for the reporting period of January 2006 to January 2008. The 7% difference actually represents thousands of transactions, considering the fleet has nearly 1100 vehicles whose drivers make on average one fuel transaction per week. The high driver compliance indicates the company can accurately assess where spending occurs, and if necessary, where spending needs to improve.

Smith also emphasized the effectiveness of Donlen’s strategic approach as a consistent solutions provider:



“Our partnership with Donlen has a history of more than 20 years, and I summarize the Donlen organization as one that provides constant process improvement, and delivery of meaningful data in an easy-to-understand format.”

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- **Keith Smith**, Director of Office and Facility Procurement, HMHPC

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