

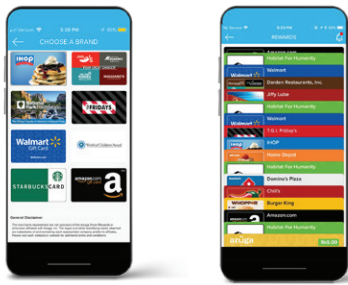
Driver Rewards

Incentivize Safety with
Driver Rewards



azūgaTM
a Bridgestone Company

www.azuga.com



Incentivize Safety with Driver Rewards

Driver Rewards allow your fleet business to track your drivers' performance and incentivize them to drive safely. Driver safety is a top priority, and driver rewards are a part of creating the safety culture that we discussed. Tracking safety scores and giving driver rewards are excellent ways to get drivers involved in their own safety and keep them engaged in your fleet's safety policies and regulations. Learn why Azuga's driver scoring and rewards program is important, and other ways you can incentivize safety in your fleet.

Why Driver Rewards are Important

Azuga's founding principle was "Go from Gotcha to Attaboy." Even though you can track driver behavior, you don't want to constantly penalize your drivers for their mistakes. Otherwise, your turnover will be profound, and in today's employment climate, your business will suffer. So many GPS tracking solutions focus only on tracking mistakes and not on positive improvements. Azuga makes it easier to track these positive changes with our rewards program and driver scores. Drivers can engage in friendly competition to try and raise their driver scores, and those who get the highest are rewarded with gift cards or other fun prizes that they are sure to enjoy.

Azuga's Driver Score System

The Azuga driver safety score tracks how safely an employee drives. This means it can help identify not only high-risk drivers but also those who are performing exceptionally well. Azuga generates scores



for driving events such as speeding, idling, distracted driving, hard braking, hard acceleration, cornering, and seatbelt usage. These scores are calculated on a scale of 0-100 and are generated daily for the previous day's driving.

How are Safety Scores Calculated?

The safety score is the sum of the scores from every event throughout the day. There are 64 different permutations of score calculations based on which events are disabled or enabled.

For example, when all components are enabled, the safety score is made up of 30% braking, 10% speeding, 10% acceleration, 10% idling, 10% cornering, 20% distracted driving, and 10% seatbelt. However, the scoring is different when cornering, distracted driving, and seatbelts are disabled. It becomes 40% braking, 30% speeding, 20% acceleration, and 10% idling. Here are some other examples:

When Cornering and Seatbelt are disabled:

Safety Score = 30% Braking +
20% Speeding +
20% Acceleration +
10% Idling +
20% Distracted Driving

When Cornering and Distracted Driving are disabled:

Safety Score = 40% Braking +
30% Speeding +
10% Acceleration +
10% Idling +
10% Seat belt

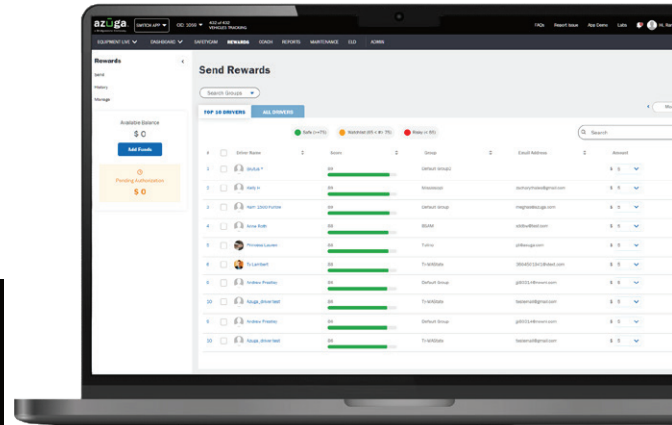
Keep in mind that each score is multiplied by the appropriate weighting based on the events that are disabled or enabled then.

Based on these safety scores, driving behavior is then classified as:

Safe Driving
Score > 75

On the Watch List
65 < Score > 75

Risky Driving
Score < 65



Braking Score

Every time there is a hard braking event, Azuga generates an event score on a scale of 0–100. We use the following factors for calculating the event score:

- **Magnitude of the event:** The system calculates whether it is a hard braking or a hardcore braking event
- **Time of the event:** The system determines if it was during high, moderate, or risk hours
- **Weather:** Azuga detects if the event happened during bad weather such as snow or rain

The braking score is then calculated by taking the sum of these event scores and normalizing it by the relative number of miles driven. Relative miles driven refers to the proportion of miles driven by a driver to the maximum miles driven that day by any driver in the fleet. The final score is adjusted such that a driver with two hard braking events gets a braking score of 70.

Speeding Score

Just like with the braking score, for every speeding event, an event score is generated on a scale of 0–100. The factors that Azuga uses to calculate the event score are as follows:

- **Magnitude of the event:** This compares the vehicle's average speed with the state's maximum permitted speed, combined with the duration of the speeding. If the SpeedSafe package is enabled, this calculation also considers the posted speed limit (PSL) for that particular road. In this case, the duration of the PSL event will be the tracking frequency set for the vehicle.
- **Time of the event:** Just like with the braking score, the system calculates if the event took place during high, moderate, or low risk hours
- **Weather:** The system calculates if it was snowing, raining, or there were other weather conditions.

Like the braking score, the speeding score is calculated by taking the sum of the event scores and normalizing it by the relative miles driven. Then, the final score is adjusted so that a driver with two speeding events gets a speeding score of 70.

Idling Score

Idling scores are calculated based on the proportion of a trip spent idling compared to the total trip time over the entire day, then normalizing by the relative miles driven. Then, the final score is adjusted so that a driver with 21% idling gets an idling score of 70%. Keep in mind that Azuga generates idling scores only if the idling proportion is greater than 10%.

Acceleration Score

Acceleration score is calculated similarly to speeding and braking. It is generated on a scale of 1-100 and based on the same factors: magnitude of the event, time of the event, and weather.

Then, the acceleration score is calculated by taking the sum of all the event scores and normalizing it by the relative miles driven. If a driver has two hard acceleration events, they will receive an acceleration score of 70.



Cornering Score

You will only receive scores for cornering events if you activate the cornering alerts package. There are three factors that Azuga uses for calculating scores for cornering events:

- Speed of the vehicle
- Vehicle class
- Spatio-temporal index (zip code, time of day, seat belt use, etc.)

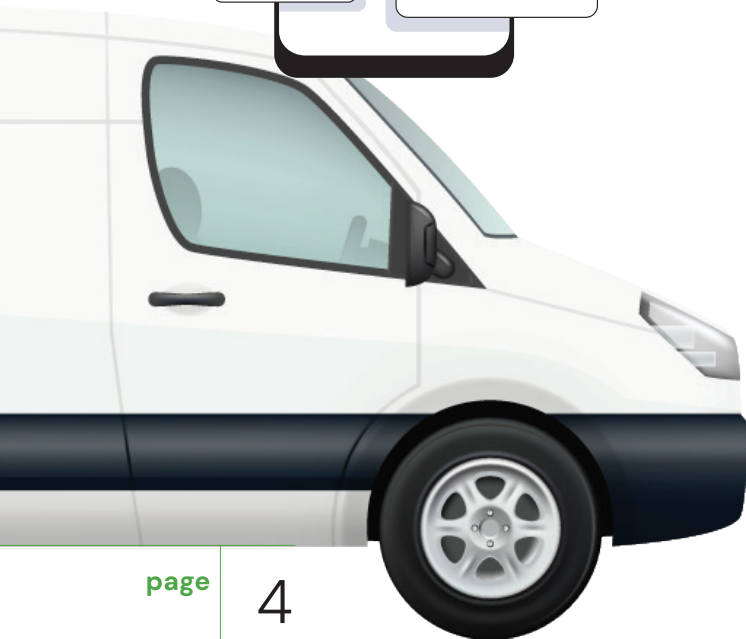
Distracted Driving Score

Fleets only receive scores for distracted driving events if drivers have the distracted driving privilege activated in their admin section of the app. There are three factors used for calculating distracted driving scores:

- Phone usage duration
- Speed of vehicle
- Spatio-temporal index

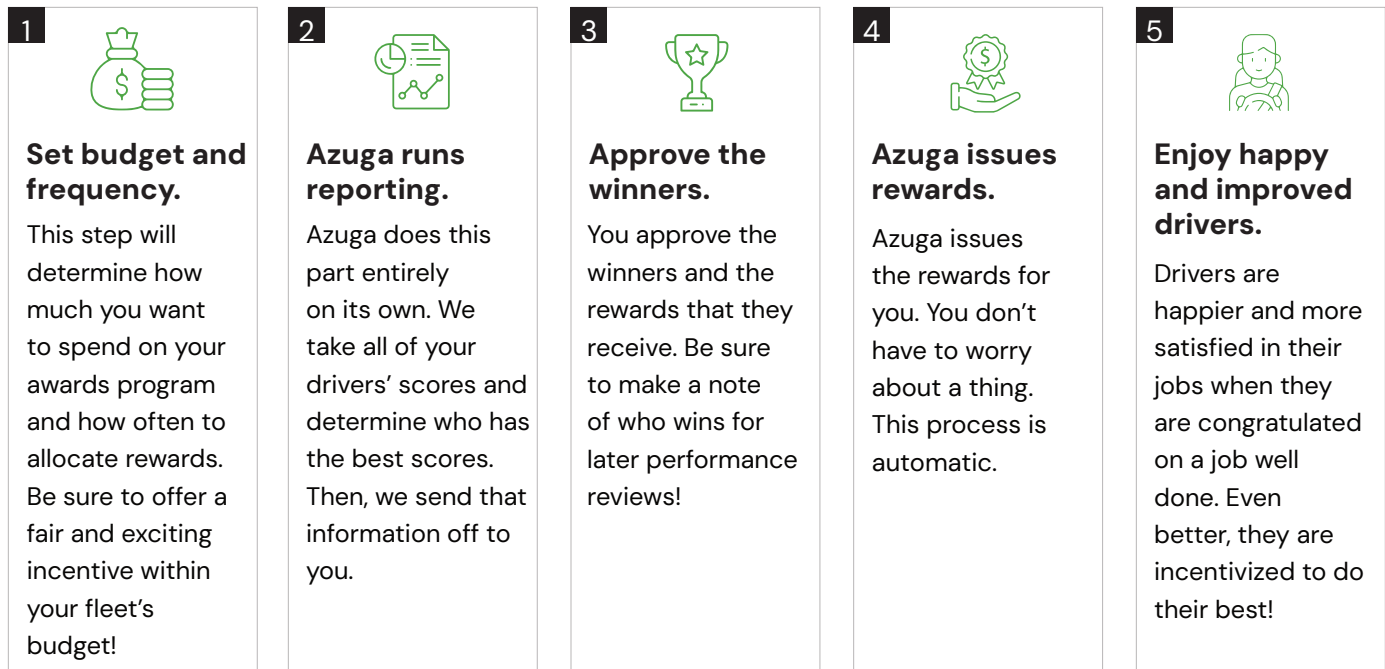
Seatbelt Score

The seatbelt score is only calculated for drivers paired with vehicles and devices that have the seatbelt package enabled. It is simply based on the percentage of drivers that use seatbelts.



The Five-Step Rewards Program

Azuga's five-step rewards program is so easy to implement, you'll wish you'd done so sooner! The process is mostly automatic, so you can focus on other aspects of fleet management while Azuga does all of the work. We will go over the five steps of implementing Azuga's rewards program below.



The Features of Azuga's Rewards Program

There are many features of Azuga's rewards program that you can use to reward your promising drivers and encourage struggling drivers. When creating a safety culture for your fleet, including everyone in the fleet, from management to drivers, is critical. We will go over some of these features below.

- Azuga's Customer Success (CS) identifies top drivers every month.
- Azuga's Customer Success creates improvement criteria and messaging for drivers facing challenges.
- Azuga's Customer Success funds your driver's rewards card with an amount specified by you.
- Azuga pushes the rewards to the driver, either via their mobile app or email.
- Azuga verifies that the driver received the rewards card and redeemed it.
- You receive a report once the driver has redeemed their reward.
- The process repeats the same way every month.
- Customer Success will review overall fleet performance and improvement every month.
- The amount rewarded is shown on your invoice, not a separate charge.

Why Your Fleet Needs a Rewards Program

There are many reasons why a rewards program would benefit your fleet. When creating a safety culture, you should look for all kinds of ways to promote safety among your drivers. Safety incentive programs are an excellent way to do so and encourage behavior changes.

One reason fleets benefit from rewards programs is that they encourage drivers to record their safe driving behaviors. They create a positive feedback loop. When you reward strong performance, you improve team morale and create a positive company attitude. Naturally, people want to be recognized for a job well done, even if they are expected to do so. When you have a positive company environment, you're likely to improve your employee turnover, directly affecting your bottom line. That's a tremendous economic advantage for your company.

Not to mention, fleet tracking is critical for regulatory compliance. Whenever a safety incident occurs, you want to point to your safety protocol among your team. You can avoid fines and other hindrances to your operations with robust safety protocols.

Finally, you can harness your fleet's rewards program in your recruiting and marketing efforts. Rewards programs improve your company's reputation in the community so that you can create a safety-centric message for your marketing and recruitment efforts. This is particularly important for recruitment during the driver shortage plaguing the fleet industry. You can use driver recognition and feedback to create positive brand recognition that will help recruit drivers and even bring in new customers.



Start Rewarding Your Drivers Today!

Azuga's driver rewards program is a significant step towards creating the safety culture we've discussed. Every fleet wants to improve their drivers' safety behind the wheel, not only to keep their drivers safe but also to benefit their business's reputation and bottom line. Azuga's driver rewards are the perfect way to hold drivers accountable for their actions, both positive and otherwise. Add driver rewards to your fleet tracking software to create a truly comprehensive fleet management platform to manage your fleet's safety. If you want to see what our rewards program is like, check out our [feature page](#) online. Then, you can try out a free demo as well. The best time to get started rewarding your drivers is today, so start looking as soon as you can!

References

Know more about Azuga driver safety rewards as a service program:

<https://www.azuga.com/rewards-as-a-service>

Reward your top drivers. Let us do the work. You review and approve!

Contact Azuga driver safety rewards service team :

https://www.azuga.com/rewards-as-a-service#rewards-service-form?utm_campaign=Fleet-Tracking-eBook-2022

About Bridgestone

Nashville, Tennessee based Bridgestone Americas Tire Operations is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company offering a wide range of Bridgestone, Firestone and associate brand tires, BATO maintains wholesale and original equipment sales operations across a broad line of products, including passenger, light truck, commercial truck and bus, agricultural, motorcycle, kart and off-the-road tires.

Additional US subsidiaries include Bridgestone Retail Operations which operates the largest network of company-owned automotive service providers in the world – nearly 2,200 tire and vehicle service centers across the United States – including Firestone Complete Auto Care, Tires Plus, Wheelworks and Hibdon store locations. Bridgestone authorized dealers consist of independent tire retailers that are authorized to sell and service Bridgestone or Firestone products. BATO's Commercial Solutions Group also has an extensive dealer network that also includes Truck, Bus, Radial Division. In summary the Bridgestone network consists of approximately 5,400 service locations for tire, automotive and fleet solutions.

Below is a complete list of links to our products for Commercial, Retreads and Consumer tires.

Bridgestone Brand

Alenza, Blizzak, DriveGuard, Dueler, Ecopia, Potenza, Turanza
Bridgestone Consumer product

website: <https://www.bridgestonetire.com/>

Bridgestone Commercial product

website: <https://commercial.bridgestone.com/en-us/index>

Firestone Brand

All season, Champion, Destination, Firehawk, Transforce, WeatherGrip, Winterforce

Firestone Consumer product

website: <https://www.firestonetire.com/>

Firestone Commercial product

website: <https://commercial.firestone.com/en-us/index>

Bandag Retread

website: <https://www.bandag.com/en-us/index>

About Azuga

Azuga, a Bridgestone company, is a leading global connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, award-winning fleet applications and data analytics. Azuga is headquartered in Fremont, California.

Our award-winning Azuga Fleet solution is used by thousands of customers—from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.

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