

FuelOpps™ Delivers for Covenant Transportation Group

Improved driver behavior contributes to a 3+% MPG improvement in less than 12 months

Covenant is used to delivering for their customers, but when it came to delivering improved fuel efficiency through changing driver behavior, Covenant chose FuelOpps by Propel IT.



FuelOpps is a fuel efficiency application compatible with leading telematics systems that helps truck fleets reduce fuel consumption. It is widely known that drivers have a large influence on fuel efficiency, but as many fleets that have tried know, measuring and rewarding drivers for fuel-efficient driving habits is not easy. FuelOpps uses proprietary algorithms to score driver behaviors based on efficiency and identifies coachable skills to improve fuel-efficient driving and thereby raise a fleet's MPG. FuelOpps driver coaches work directly and consistently with fleet drivers to improve fuel saving skills.

Covenant Transportation Group, a national truckload carrier based in Chattanooga, TN, is known for providing premium service with respect and integrity. Covenant is also committed to the SmartWay Program and prides itself on finding innovative ways to advance environmental stewardship in the transportation industry. In November 2012, Doug Schrier, Vice President of Continuous Improvement, decided to test FuelOpps by entering into a trial with 450 drivers. Several aspects of FuelOpps appealed to Covenant, such as the scoring of driver behavior rather than MPG, the flexibility with which idling can be monitored, and the integrated rewards program. Also important was the fact that FuelOpps takes responsibility for working with Covenant's drivers by providing the coaching needed to create a change in driving behaviors. The successful trial led to a fleet wide roll out to of FuelOpps to over 2,000 drivers in early 2013.

 *The live coaching aspect of FuelOpps has been absolutely huge for us. We have seen improvement not only in new drivers but in experienced drivers as well.*

**Andy Vanzant, Senior VP Operations
Covenant Transportation Group**

Early on in the development of FuelOpps, Propel realized that scoring drivers for fuel-efficiency was just the start. Creating positive change in drivers is a multi-step process. Using FuelOpps, drivers have to ability to not only see their overall score, but also how that score compares to his or her peers and to drill down into the details to understand what can be done to improve the score. Additionally, drivers receive coaching based on a framework developed by a leading researcher in behavior design for understanding when a behavior occurs and how to create lasting change in behaviors. In the end, FuelOpps is much more than a scoring algorithm - it is an easy to understand tool for drivers backed by systematic coaching from the FuelOpps team.

“We have always been focused on fuel economy. FuelOpps has brought a unique approach that has involved our drivers and they have really connected with it.”

**Doug Schrier, VP of Continuous Improvement
Covenant Transportation Group**

For Covenant, the results are truly a win-win for everyone; an ROI in excess of 50% within the first six months of fleet wide implementation AND satisfied drivers. Covenant chose to use the integrated Rewards Catalog to reward drivers in two ways – daily for being among the top ranked drivers within a driver’s peer group and on a monthly basis for maintaining top scores within each of the measured skills. The investment has paid off in fuel economy improvement, measured on a year over year basis on vehicles that were in the fleet at least one year, in excess of 3%. As Andy Vanzant, Senior VP of Operations at Covenant explains, “we have seen steady improvement so far and we expect that trend to continue. Each day more of our drivers are relying on FuelOpps as a useful tool and seeing the benefits of the rewards program.”

A program built for drivers and that rewards performance is expected to have an impact on driver retention and recruiting. While the initial trial indicated a positive step in that direction and Covenant’s driver retention is on an up trend, the impact of FuelOpps on retention will be measured on a longer-term basis. In the meantime, Covenant and the FuelOpps team continue to listen to the drivers, refine the program, and make it easier for drivers to receive coaching and access the FuelOpps Rewards Catalog.

For more information on FuelOpps, please visit www.propelit.net or contact Worth Archambault, Director of Business Development at worth@propelit.net or 404-388-9309.