

# How to Become Performance-Driven: Gamification, Rewards and Coaching

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# WHAT: Buzzwords

**Coaching**

**Scorecards**

**Incentives**

**Gamification**

**Metrics**

**Rewards!**



# Why Does This Stuff Matter?

## Improving the performance of your people

- Drivers are a significant portion of your costs
- Let's make sure you get the most out of that investment!
- Happy people = productive people
- Motivating them to do better
- Most people want to do the best job they can, sometimes they just need a reminder - or maybe they don't even know how
- Unspent mental capacity can be refocused on the job



# Gamification

1. Who is the best at gamification?
2. What's an example of something where people spend dozens of hours—unpaid—trying to get improve their skills?



How do they do it?

- Continuous stimulation and micro-rewards
- Randomly generated
- Sometimes AMAZING



# Breaking Down an Incentive Program



Purpose and Goal



Metrics



Scorekeeping



Rewards

Okay practices

Better practices

Does not work as well

Works very well



# Program Purpose and Goal

1. What is this program trying to accomplish?
  - Reduce company-wide fuel cost due to idling.
2. Why is this a good idea for everybody involved?
  - Saving fuel = saving money and environment.
3. What is the goal overall, and what is my personal contribution?
  - See metrics.

## Giant Leaps

Success = Perfection and nothing less.

## Baby Steps

Focus is only on fuel economy

## Ambiguous

Become a world-class fleet

## Clearly-defined

Save on fuel economy

## Marching Orders

Because I said so...

## Shared Purpose

Making the world a better place



# Metrics

1. How will the overall goal be measured?
  - Fleet Idle Report: Total minutes of idling for fleet
2. How will each contributor be measured?
  - Idle Report: Count of idling instances > 5 minutes
3. How can I change my behavior to improve this metric?
  - See best-practices poster!

**Ambiguous**

Be more fuel-efficient.

**Clearly-defined**

Decrease fleet idling by 10% every month

**Loose targets**

Work with supervisor to set personal goal

**Specific Individual Goals**

This month: Never idle beyond 5min

**Vague instructions**

Drive better

**Specific Best-Practices**

Morning paperwork done inside, rather than in an idling vehicle.  
Engine off when the drawbridge goes up.  
Turn off vehicles when arriving at pick-up / drop-off destination.



# Scorekeeping

1. How can I track my score?
  - GTC Idle Reports, online or posted in break room
2. How often is it updated?
  - Online is constantly up-to-date; poster printed every Friday at 5pm.
3. How am I doing against my goal? Against my coworkers?
  - Check the scoreboard!

1x/year Review

Annual Performance review

Live-updating

Digital Scoreboard

Private Goals

My boss wants me to...

Public Competition

Visible to everybody

Ongoing Initiative

We're always trying to...

Focused Duration

“100 Days of Summer” Program





# Scorecard Example: Idling Report

## Idle Count

Driver	Idle Count	Max Idle	Total Idle	Total Cost
Driver 1	131	0:13:38	6:26:51	12.7
Driver 2	132	0:29:34	7:22:21	14.52



# Scorecard Example: EVIR

## Driver Statistics

Driver	Average	Maximum	Minimum	Total	# Inspections	# Defects	Defect Rate
Driver 1	0:07:44	0:21:11	0:01:42	0:38:40	5	2	0.4
Driver 2	0:05:03	0:05:03	0:05:03	0:05:03	1	0	0



# Scorecard Example: ZLogs

## HOS Violations

Last Name	First Name	Location	Ruleset	Asset No.	Start Time	Duration	Violation Code	Violation Descriptio	Violation GPS
Hunter	Jonathan	6518 - Chandl	Property 70	70790184	3/29/2019 13:46	76:00:50	DD	11 hour	0.7 Mi to Surprise, AZ
Hunter	Jonathan	6518 - Chandl	Property 70	70790184	3/29/2019 13:46	76:00:50	DOD	14 hour	0.7 Mi to Surprise, AZ

**Total: 2**

Ziegler	Jeffrey	6518 - Chandl	Property 70	70790184	3/27/2019 9:35	1:00:44	8D	70 hour	4.5 Mi to Phoenix, AZ
Ziegler	Jeffrey	6518 - Chandl	Property 70	70790184	3/27/2019 9:16	0:08:09	8D	70 hour	4.5 Mi to Phoenix, AZ
Ziegler	Jeffrey	6518 - Chandl	Property 70	70790184	3/26/2019 18:20	0:54:55	DR	Rest Break	2.7 Mi to Paradise Valley, AZ
Ziegler	Jeffrey	6518 - Chandl	Property 70	70790184	3/26/2019 18:20	0:54:55	8D	70 hour	2.7 Mi to Paradise Valley, AZ
Ziegler	Jeffrey	6518 - Chandl	Property 70	70790184	3/26/2019 9:07	0:40:36	8D	70 hour	4.5 Mi to Phoenix, AZ

**Total: 5**



# Scorecard Example: Zonar Coach™

Driver Name	Driver Number	Average Score	Total miles driven	Total hours driven (HH:MM)	Total Number of Trips	Top Incident Type	Total incidents	Harsh breaking incidents	Harsh acceleration incidents	Cornering incidents	Stop sign violations	Lane drift incidents	Tailgating incidents	Speed limit violations
Driver 1	zon6769_45	98	198	9:38	15	Stop sign Violations	9	0	0	2	5	2	0	0
Driver 2	zon6769_7	92	256	11:17	19	Cornering	55	4	0	31	10	3	1	6



**ZONAR Coach** BETA jgcoo@zonal.com

Search Driver Name Last 3 Months 10/20 - 01/28 All Drivers (10) All Duty Types

Drivers Ranked by Score (100-Point Scale) Low-High Score High-Low Score

**David Pearson**  
THE TAILGATER

95  
Average Score

View Details

**Sowmya Srinivas**  
THE SPEEDER

96  
Average Score

View Details

**Marco Neri**  
THE SPEEDER

96  
Average Score

View Details

**Roy McDowell**  
THE SPEEDER

97  
Average Score

View Details

**Bryant Maxey**  
THE SPEEDER

97  
Average Score

View Details

**Bobby Wagner**  
THE CORNERER

98  
Average Score

View Details

**Russell Wilson**  
THE CORNERER

98  
Average Score

View Details

**Bryant Maxey**  
THE CORNERER

98  
Average Score

View Details

Driver Details Show All Drivers

Trip Details Show All Trips

Incidents Disputed by Drivers

DATE/TIME (PST)	INCIDENT CATEGORY	DRIVER	DISPUTE STATUS
11/06/2018 07:57	Speeding	David Pearson	Accept Reject
11/06/2018 08:04	Tailgating	David Pearson	Accept Reject
11/06/2018 08:11	Tailgating	David Pearson	Accept Reject
11/06/2018 08:12	Lane Drift	David Pearson	Accept Reject
11/06/2018 08:23	Tailgating	David Pearson	Accept Reject



# Customer Example

## Drive Safety Scorecard

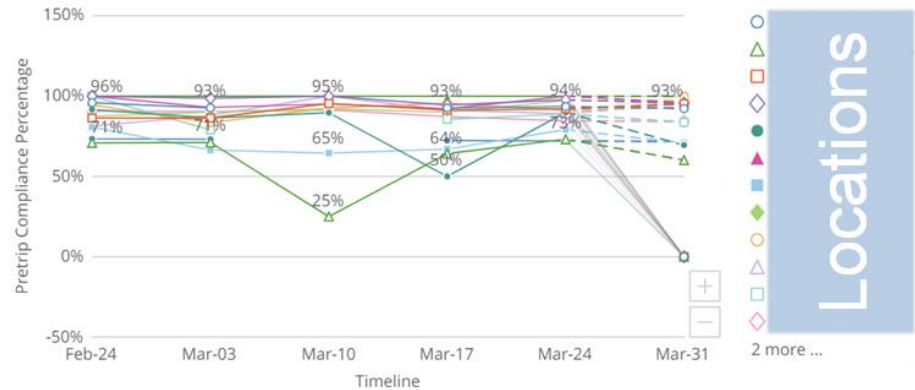
- Aggregated data from multiple safety systems.
- Individual Driver statistics allowing for effective coaching.

AREA	REGION	Location Name	CSC_ID	Employee Name	EMPLOYEE_ID	JOB_TITLE	Employee Status	Safety Score Normalized	CSC_Type	Max Score	Safety Score	Update Date	Scorecard Period	Scorecard Coaching	Total Coaching Events
West Area	[Blue Bar]	[Redacted]	2009	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019		
East Area		[Redacted]	4033	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019	1	1
South Central Area		[Redacted]	4053	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019	1	1
East Area		[Redacted]	4033	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019	1	1
South Central Area		[Redacted]	4047	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019	1	1
South Central Area		[Redacted]	4092	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019	1	1
South Central Area		[Redacted]	4094	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019	1	1
South Central Area		[Redacted]	4092	[Redacted]	[Redacted]	Driver.420	Active	0.00	Both Zonar & DriveCam	100	0.00	2019-03-15	February 2019	1	1

## Zonar Inspection Compliance

- Swipe Compliance, Pre-Trip, Post-Trip and Child Checks measured by Area, Region, Location, Driver Task level.

83 % Pretrip Compliance

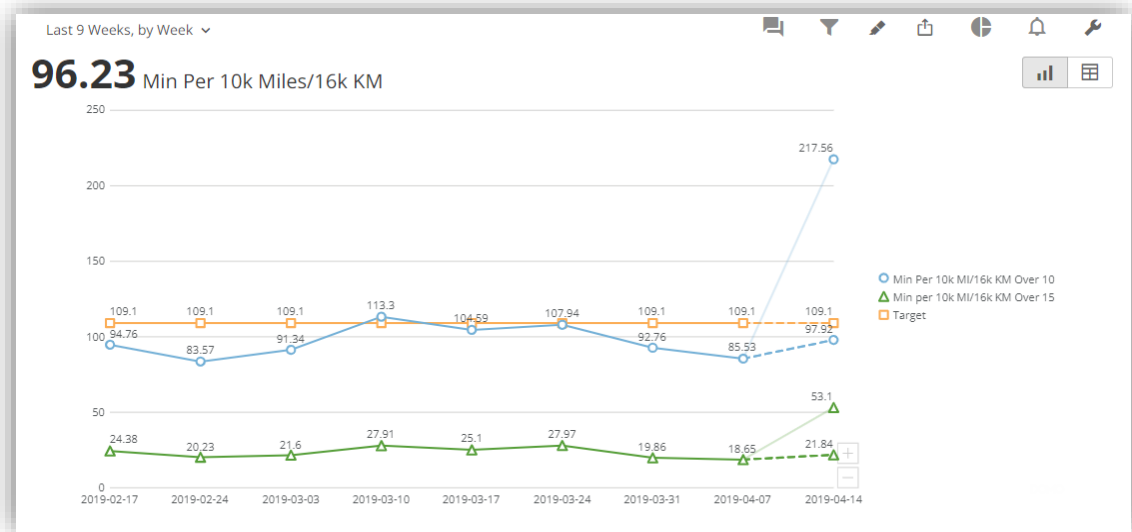




# Customer Example

## Speeding Violations

- Speeding events pulled from Zonar and measured against different targets/goals aimed at reducing overall speeding.
- Each year we set an increasingly lower target and locations compete against each other. All locations under the target at yearend qualify for a grand prize (family vacation, new vehicle, etc.).

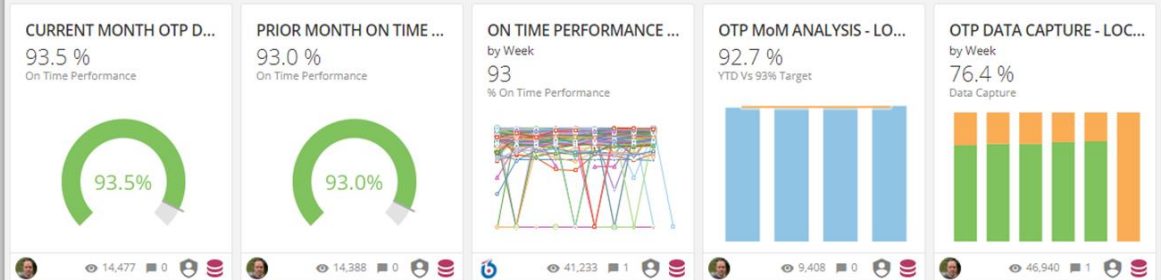


## On Time Performance

- On Time Performance measured with Zonar data compared to task level detail.

### On Time Performance

Description: On Time Performance tracks % of routes arriving to the school On Time (includes: Early - prior to 30 min, On Time - between 30 min early and 5 min late, and Delayed - between 5 and 10 min late)





# Rewards!

1. What's in it for me?
  - \$500 gift card for achieving your goal!
2. And what if I...don't participate?
  - Excluded from rewards and celebration; peer-pressure
3. When is the finish line?
  - 100 days of Summer ends; party is Labor Day

## Winner Takes All

#2 & on gets nothing...

## Incentivize Success

Everybody above xxx threshold wins!

## Giant gifts

Big enough carrot to fight over

## Small rewards

Noteworthy awards, milestones throughout

## Private awards

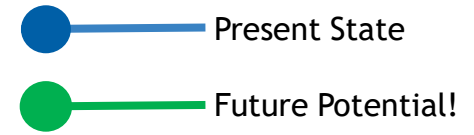
Direct-deposit of \$ award

## Public Ceremony

Celebration of winners, all invited!



# Review Worksheet [Example]



## Program Purpose & Goal

Giant Leaps  
Ambiguous  
Marching Orders

Baby Steps  
Clearly Defined  
Shared Purpose

## Metrics

Ambiguous  
Loose Targets  
Vague Instructions

Clearly Defined  
Specific Individual Goals  
Specific Best Practices

## Scorekeeping

1x/yr Review  
Private Goals  
Ongoing Initiative

Live-Updating  
Public Competition  
Focused Duration

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Giant Gifts  
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Incentivize Success  
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# Questions?

Thank you.

