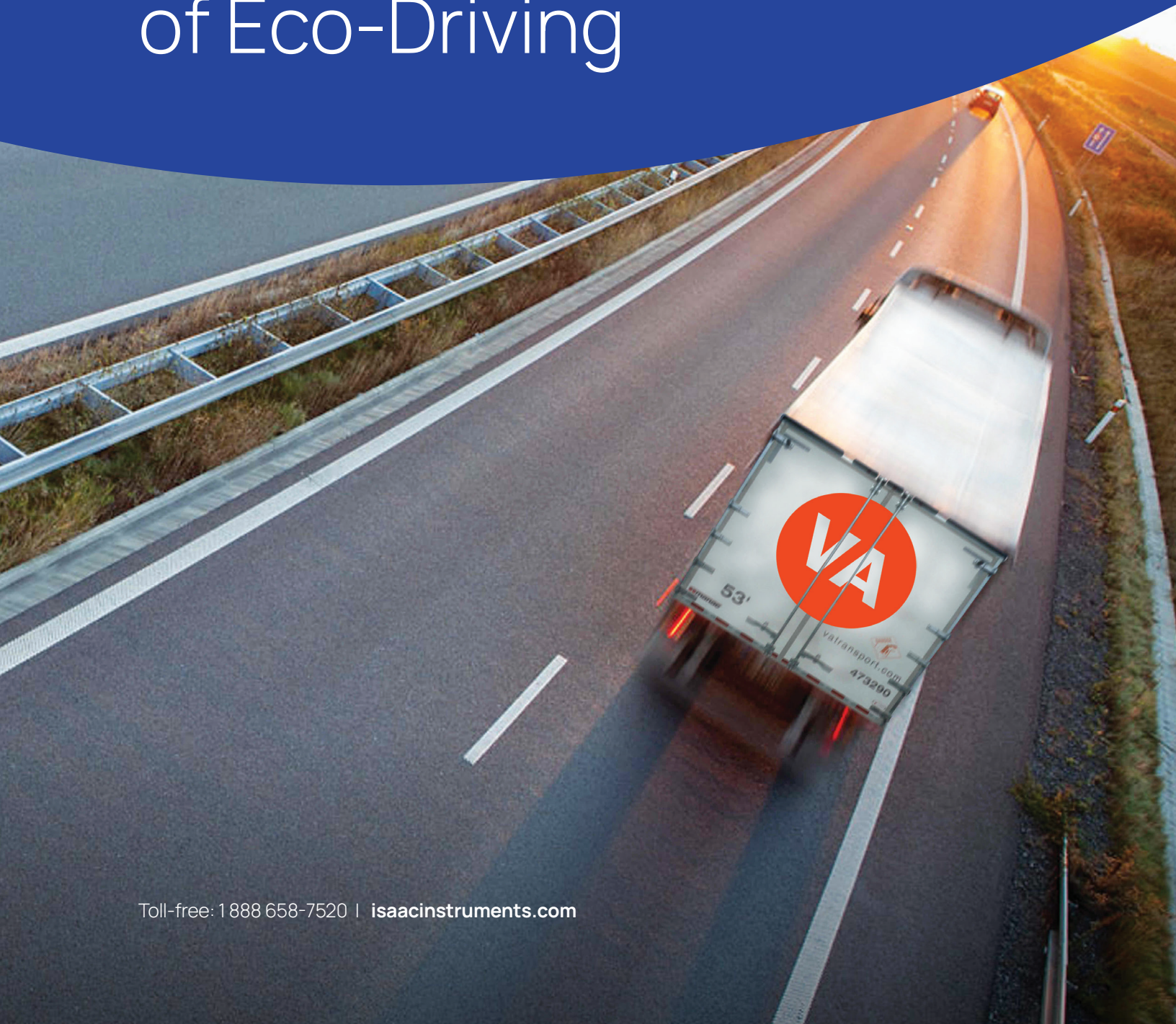




VA Transport: Reaping the Benefits of Eco-Driving



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A culture of continuous improvement

VA Transport is a Canadian company with a fleet of over 100 trucks and drivers and some 450 dual-axle enclosed trailers. With terminals in Boucherville, Québec; Moncton, New Brunswick; and Brampton, Sudbury, and Brockville, Ontario, the company provides transportation services across Canada for more than 1,500 customers. Its clientele in the furniture and appliance sector includes names such as Tanguay and Meubles RD.

An ISAAC client since 2015, VA Transport has been using top-tier technology to enhance operational efficiency for years. But staying efficient and competitive in the transportation market requires continuous effort. Aware of this reality, Patrick Fortier, Vice President of Operations at VA Transport, sought to generate even more benefits from his ISAAC technology.



Getting more out of eco-driving

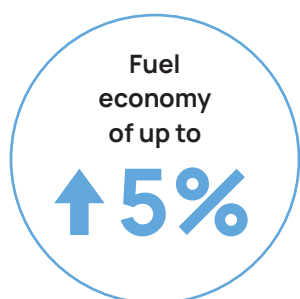
For Stéphan Epiney, VA Transport's new safety and compliance director, there were clear benefits to the ISAAC platform that they had yet to leverage. He could see promising results from using the ISAAC Coach and the advanced data the platform provides.

A veteran of the transportation industry familiar with the ISAAC solution, he set out to implement an eco-driving program at VA Transport to tap into all the benefits of this practice. Various sources supported Stéphan's initiative, including a study by the [Traffic Research Injury Foundation](#), along with insurance companies who also recognized the [benefits of eco-driving for trucking fleets](#). Eco-driving also aligned perfectly with VA Transport's green culture, as the company was already a proud partner of Go-Recycle.

Fuel economy

With fuel costs rising in recent years, finding ways to save on this major expenditure was a priority for VA Transport in order to keep its offer competitive for customers.

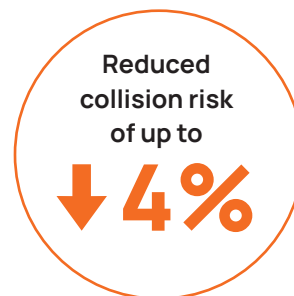
Each improvement of 1% in the ISAAC Coach score reduces fuel consumption by 0.5%. An overall saving of up to 5% across an entire fleet is therefore feasible.



The above-mentioned sources show that fuel economy is **one of the top benefits of eco-driving**. The proposed eco-driving program was quickly given the green light by VA Transport's executive team, particularly since additional significant benefits could be expected.

Enhanced safety

VA Transport already has a Gold rating as an owner and operator of heavy vehicles according to Québec government transportation authority SAAQ. The carrier nonetheless values any further improvements that can enhance safety for its drivers and other road users. Reducing harsh braking and turns greatly contributes to safety. As cited in [the TIRF study](#), the risk of collision can be reduced by 4% for every 1% increase in the ISAAC Coach score.



Truck durability

Smooth driving helps prevent premature part wear, particularly to the throttle and brakes. The VA Transport team, including its Vice President of Operations, Mr. Fortier, predicted lower vehicle maintenance costs with the eco-driving program, as it encourages less aggressive driving behavior.

Fostering success

From experience, Stéphan Epiney knew that the success of eco-driving programs hinges on a number of factors. The management team has to believe in its effectiveness and be united in promoting it. But it is just as important, if not more, to appeal to drivers and motivate them to participate.

Convincing drivers

Changing work habits can be challenging for all workers, and drivers are no different. As the eco-driving program's advocate explained, you need a structured approach and solid arguments to convince more experienced drivers with many years behind the wheel to change their habits.



Success factors

Proper training and a simple tool



You have to get off on the right foot! It was vital for VA Transport drivers to **have a good understanding of the in-cab tool** they would be using and the performance measures involved. The ISAAC Coach turned out to be user-friendly, and the drivers quickly grasped what driving behaviors influenced the ISAAC Score, on which the program is based.

A fair and motivating incentive program



The program targets **performance**, as well as **fairness** and **teamwork**. ISAAC data makes it possible to implement a fair program that does not penalize drivers for elements not within their control, such as truck model or load weight. Based on this data, Stéphan Epiney could develop insightful metrics and a program that offers bonuses for both individual and team performance.

Continuous feedback



Proper training when the incentive program is first launched is essential, but it is not enough. Drivers tend to fall back into old habits after a time. Drivers should see their performance daily, so that they keep in mind just how important their driving habits are.

Support from management

If there is one key factor in the success of any initiative within a company, it is support and reinforcement from the executive team. This support was strong at VA Transport, with the entire team convinced of the benefits of such a program. This support would therefore have a persuasive effect on the drivers participating in the program.

A stimulating eco-driving program

In a drive to leverage eco-driving for the company while making the program appealing to drivers, Stéphan Epiney developed a program that would benefit both parties and encourage collaboration.

The ISAAC platform would serve as the base for the program:

- The ISAAC Coach would tell drivers in their cabs what driving behaviors to adopt for eco-driving, in real time.
- The ISAAC platform data — including the ISAAC Score — would enable Stéphan to analyze results in a clear, impactful way.
NOTE: **ISAAC Analytics** — ISAAC's advanced analytics tool that provides relevant insights using interactive graphs — had not been rolled out at VA Transport at the time and might be explored at a later date.

A two-phase pilot project

As the saying goes, measure twice, cut once. VA Transport chose to test its incentive program with a two-phase pilot, testing the same program with two different groups of drivers at different times. Each phase took place over a 12-week period, with over 50 drivers participating.

Two bonus opportunities — what's not to love?

The incentive program pilot would feature two components for drivers: the opportunity to unlock an individual bonus, as well as a team bonus.

Individual bonus

Every driver would receive a bonus, provided they maintain an average ISAAC Score of at least 90% over a 30-day period.

VA Transport generally require their drivers to maintain an ISAAC Score of 85% as a basic fleet criterion. However, the carrier identified 90% as the target score to achieve significant fuel savings.

90%



Team bonus

There's nothing like friendly competition to motivate people and bring them closer. That's why the program includes a contest in which a dozen teams of five or so drivers compete for the highest average ISAAC Score on a weekly basis.

Conclusive results

Measurable gains within the first few months

VA Transport's team anticipated success when implementing an eco-driving program, and the results confirmed their expectations. In the first phase of the program, the average ISAAC Score for drivers rose from 77.0% to 84.8%, an increase of 10.1%. The ISAAC Score includes harsh maneuver metrics, as well as the results of the ISAAC Coach which focus on eco-driving practices. This significant improvement reflects an effective program and promises safer driving and reduced fuel consumption.

Harsh brakes and turns – measured by G-forces in ISAAC's solution – dropped by 50.6% during the program. This extraordinary decrease reflects a profound change in driving habits. Drivers are now significantly safer, which should lead to fewer incidents on the road and a marked improvement in maintenance costs and vehicle durability.

Within the first months of the program, fuel consumption went from 6.6 mpg to 6.8 mpg, a 3.5% improvement, in line with ISAAC's statistics based on years of field analysis with various ISAAC Coach users. In just three months, the pilot project participants – some 50 drivers – saved more than 4,226 gallons of fuel, representing savings of more than \$24,000 CA for the Canadian fleet, or \$17,000 US.

ISAAC Score
increase of

↑ **10.1%**

Harsh maneuver
reduction of

↓ **50.6%**

Savings in
3 months of over

\$24,000

These are compelling results that demonstrate the true and immediate impact of the program.

A friendly and rewarding competition

The challenge aspect instilled by the program's advocate sought to foster teamwork and motivate drivers even further – and it worked!

Drivers on the winning team in both phases of the pilot were thrilled to receive an individual bonus of \$1,600! That amount definitely put smiles on their faces and helped promote eco-driving for the future.

Stéphan Epiney is certainly proud of the team he sponsored, which won the contest at the conclusion of the 12 weeks of phase 1!



Bonus of approximately

\$1,600





Great peer collaboration

The safety and compliance director was surprised to see drivers stop by his office throughout the contest period to inquire about not only their own results, but also those of their teammates. The goal: to talk and share tips amongst themselves in order to improve their scores and win the team challenge.

A great spirit of collaboration developed within teams, as well as a friendly sense of competition. The connection between drivers, managers, and safety managers also grew stronger.




Other qualitative benefits

Like eco-driving studies suggest, positive effects on safety and vehicle maintenance seem to be on the horizon for VA Transport. As of this writing, it is too early to compile statistics based only on a six-month trial period. It would also be inappropriate to attribute all improvements in safety and vehicle maintenance to eco-driving.

It should be noted, however, that VA Transport's PEVL rating went from Gold to Platinum since the program was introduced—a direct result of the eco-driving that ensued!

Also, the program's instigator has observed over the course of his career that safety and vehicle maintenance do improve with eco-driving initiatives.



A photograph showing a driver from the back seat of a truck cab. The driver is wearing a dark shirt and a gold hoop earring. The steering wheel is in front of them. The dashboard features several analog gauges and a central digital display showing a map and driving data. The ISAAC logo is visible on the dashboard. The background shows a blurred view of a road and other vehicles.

ISAAC is proud of VA Transport's success and continues to support its continuous improvement initiatives.

Try it — you'll love it

The results of VA Transport's eco-driving pilot project have proven successful and lead the carrier to implement a permanent incentive program.

The opposite would have come as a surprise, as multiple expert sources sing the praises of eco-driving, not only in terms of greenhouse gas emissions and fuel economy, but also when it comes to road safety and vehicle wear. However, it takes more than a proven concept to leverage the benefits successfully.

VA Transport's safety and compliance director was able to pinpoint the key factors to ensure its success.

- User-friendly in-cab technology for drivers
- Solid data to present drivers with clear, concise results
- A fair and motivating incentive program that fosters performance and collaboration
- Proper driver training at launch time and continuous feedback to help them maintain good habits
- The commitment of the entire team—including drivers, managers, and safety managers

Are you looking to lower fuel consumption and improve safety for your fleet?

[Contact us](#)

Let's discuss how the ISAAC Coach and our advanced data can help you.



Together, we simplify **trucking**

Talk to our experts to harness the full potential of your team
isaacstruments.com/request-demo

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