

**In 2002** Sullivan Buses was one of the first small bus operators to embrace vehicle tracking. Vehicle location data is recorded on a 24 hour basis, enabling us to track variations from the scheduled timetable and take appropriate action. Using this equipment our services became some of the most reliable in London and Hertfordshire. It follows that we are now pleased to be one of the first small operators to embrace “GreenRoad” technology to help us achieve some of the best driving standards in the country.

Managing Director Dean Sullivan said “We first saw GreenRoad demonstrated at a coach show in Birmingham and immediately saw the benefits of this system within our business. The data produced by GreenRoad enables operators to refine driving habits, reduce accidents, produce fact-based risk and driver assessments, improve customer comfort and reduce their carbon footprint. Without a doubt this product is a major step in helping us to achieve our company goals”

GreenRoad was fitted to our front line, highest-mileage vehicles from July 2009. Previously, driver assessments relied upon supervisors’ observations, “mystery shopper” and passenger feedback. The many limitations of this method include the inability to score drivers consistently. GreenRoad works 24 hours a day and scores drivers constantly based on a number of algorithms based upon forces within the moving bus. This information is consistent across a range of vehicles, and can more accurately assess each driver. Using graphs produced by the software it is very easy to see improvements in our drivers’ performance. Those that perform well receive bonuses.

The management team can quickly collate data and compile weekly driver league tables. Management and drivers have access to a wide range of information on driving styles via the internet. Drivers can log on from home to see their individual rating. They can also benchmark their score against the depot average. Drivers who do not have ready access to the internet receive weekly feedback in written form.

The initial results of this exercise have been impressive, prompting our decision to commence fitment of GreenRoad to the remainder of our fleet, and to all future vehicles.

Throughout both phases of installation we have monitored our bus services for on-time performance. Service reliability remains high and there is no indication that the installation of GreenRoad has had a negative effect on service performance.

To back up the importance of thinking Green, all our drivers will attend a “Defensive & Ecosafe” driving course which is being delivered by an external training provider - Tangerine.

Our overall aim is to improve passenger comfort, eliminate unnecessary accidents and reduce our carbon footprint.

“I have no doubt that GreenRoad is helping us to deliver reliable, environmentally friendly bus services across South Hertfordshire” said MD Dean Sullivan.

*October 2009*

## **Further Information:**

GreenRoad

<http://www.greenroad.com/>

Tangerine

[www.tangerine.uk.com/](http://www.tangerine.uk.com/)

Fleetseen

[www.fleetscene.co.uk/](http://www.fleetscene.co.uk/)

Sullivan Buses

[www.sullivanbuses.com/](http://www.sullivanbuses.com/)