



# Carl Hanson

# CARL HANSON



## Wincanton Fleet Director

- Asset Management, Commercial and Finance
- 7500 vehicles
- Railway, Construction, Infrastructure, Local Authority, Logistics
- Behavioural Change





# TECHNOLOGY IN MOTION



Vehicles



Alternative Fuels



Driver Engagement



Compliance



Autonomous Vehicles



Connectivity

## LEADERSHIP AND CULTURE CULTURE, NOT TECHNOLOGY, DRIVES CHANGE

**Technology alone does not drive digital transformation.** There are many strands to business transformation: leadership, people, process and, of course, technology. We might like to think technology changes culture, but the harsh reality is that technology only enables cultural change.

IT is not responsible for digital transformation. This is not a tactical debate about who manages IT, but a leadership conversation on the threats and opportunities that technology drives.

Digital transformation is only truly effective when an organisation embraces it completely and re-shapes the way it thinks and acts.

The desire to change, and the support required to enable change, must come from within an organisation. It cannot be achieved by IT, we have to reach across boundaries. The operations and marketing leaders, together with the CEO, must build a unified strategy. Leaders were expected to be financially literate, despite working with financial specialists, they are now

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- Analytics and insight calls  
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- Aligning de  
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*“Technology is no  
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plays a big role. TI  
responsibility.”  
Daniel Do*

**Strategy, no  
drives trans**

- Data collection relies on technology
- Analytics and insight calls on talent
- Aligning decisions and action is dependent on organisational commitment

**“Technology is no longer acquired only by IT, the business owner plays a big role. There is a shift in responsibility.”**

**Daniel Dombach, EMEA Director  
Zebra Technologies**

# TRADITIONAL CHANGE PROGRAMME



Implementation – 5 months

Engagement – 4 months

Embedded as Operational Process – 7 months

	Nov'16	Dec'16	Jan'17	Feb'17	Mar'17	Apr'17	May'17	Jun'17	Jul'17	Aug'17	Sep'17	Oct'17	Nov'17	Dec'17	Jan'18	Feb'18
WinSAFE Score	82	83	83	83	85	85	85	85	85	85	84	84	84	82	85	85
Debrief Completion %	0%	0%	3%	8%	10%	15%	44%	57%	22%	10%	51%	60%	68%	0%	52%	57%
Average MPG	7.550	7.620	7.540	7.540	7.640	7.893	7.825	7.933	7.935	7.933	7.886	7.896	7.792	7.531	7.545	7.671
Total Distance	480,900	455,508	442,539	412,529	482,764	356,056	327,233	419,462	284,195	338,068	398,274	368,820	377,975	280,569	315,230	356,757
WinSAFE Score %	-4%	-2%	-2%	-2%	0%	0%	0%	0%	0%	0%	-1%	-1%	-1%	-3%	0%	1%
MPG %	-2%	-1%	-2%	-2%	-1%	3%	2%	3%	3%	3%	3%	3%	1%	-2%	-2%	0%

## What went well:

- Engaged supervisors
- Process for Driver Briefing
- Embedded in daily operations

## Challenges experienced:

- Blame on circumstances (route, weather, vehicle, etc.) - little ownership from Drivers
- Too much meaningless data, no clear area of improvement



# TELEMATICS



## Camera Integration

- Single interface
- Improved driver feedback
- Reduce false incidents
- Live streaming
- Removes confrontation
- Operational and training benefits

Replay video ×

Replay video from Harsh Braking - Vision that occurred on 17 January 2018 13:08:21 (GMT). Returned value 6.21



mX | TELEMATICS MONITOR ▾ MANAGE ▾ MEASURE ▾

Historical tracking Wincanton / MSC Contract ▾ Last week

Assets with trips  Assets with events

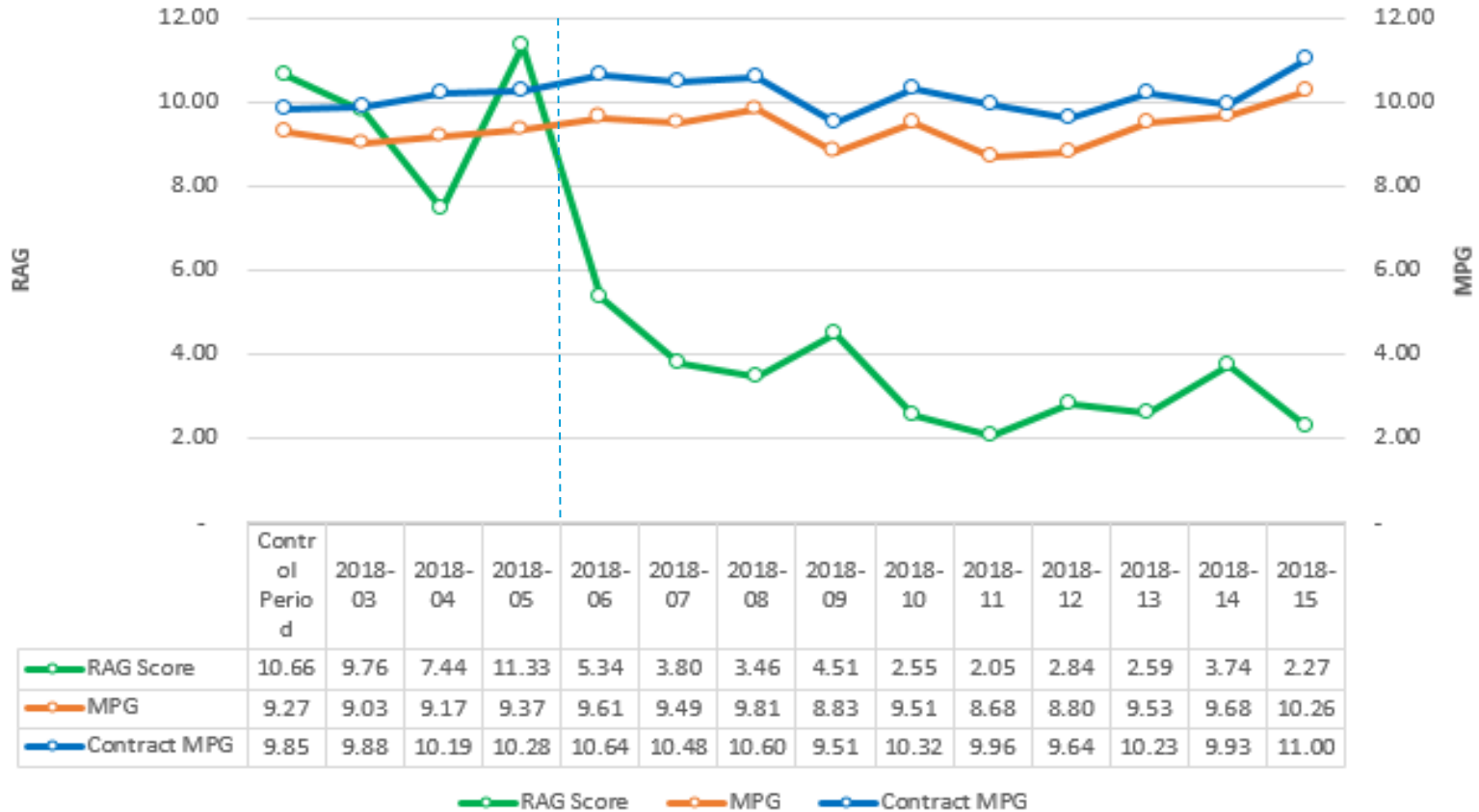
Event	Timestamp
+	19/01/2018 13:04:38 (GMT)
+	19/01/2018 13:33:27 (GMT)
-	19/01/2018 13:47:45 (GMT)
Depart	19/01/2018 13:50:37 (GMT)
	19/01/2018 13:53:02 (GMT)
-	19/01/2018 13:56:49 (GMT)
Start time	19/01/2018 14:11:13 (GMT)
⚠	19/01/2018 14:29:33 (GMT)
⚠	19/01/2018 15:19:30 (GMT)
📹	19/01/2018 15:19:30 (GMT)
⚠	19/01/2018 15:25:15 (GMT)
⚠	19/01/2018 15:28:56 (GMT)



# TECHNOLOGY AS AN ENABLER



## RAG SCORE VS MPG



# SUMMARY



- **EMBRACE TECHNOLOGY**
- **EMPOWER AND MAKE IT EASY FOR THE PEOPLE IN YOUR BUSINESS WHO HAVE TO DELIVER THE CHANGE**
- **GIVE THEM THE TOOLS**





**ANY QUESTIONS**