



ECTA DRIVERS APP

Best practice paper to increase engagement and usage of the APP on company and driver level

Locations:

- Relevant locations got defined.
- Operational managers got involved in the process to define relevant locations.
- A key person got defined to create a list of all defined locations to match all ECTA requirements.

App Usage:

- A significant effort was made to explain and present the project to different parties, as well as management levels, within the company and to different sites of the company.
- The correct level of responsibility was found to coordinate the project within the company (operational staff, who are in direct contact with the drivers).
- Operational Meetings with present chemical operations managers were taken as chance to “sell” the project and explain the procedure to make sure all technical and other practical questions got answered.
- Over time, motivation might fade – the key is to constantly remind about importance and benefits to all parties.
- The importance of the APP’s main goal gets highlighted regularly “giving drivers a say in improving conditions”.
- The APP was added to the driver trainings and the process of the registration, login and rating was explained.
- The APP was added to internal communications like Newsletters etc. regularly.
- An internal Dashboard was created to see the weekly drivers’ engagement numbers of the company within the APP. If a decrease in engagement was witnessed, actions were taken to ask for reasons and to focus on “getting back on track”.
- The APP was added as fixed pillar to the Employee engagement agenda as part of driver well-being.
- The APP is seen as Alignment with Company Values and supports the "Health & Well-being" focus.
- The APP is being promoted to all involves parties to help achieving industry-wide impact.



Feedback of „lack“ of usage:

- Native APP is needed → coming soon
- Drivers tend to only leave ratings after “bad” experiences. Highlighting of the fact that also great experiences can and should be rated, is needed.