

Driver Adoption Best Practices



Through the implementation of the SensorTransport mobile application, you gain the ability to acquire top-notch drivers to represent your brand. Through driver adoption, the drivers then become aware they are an integral part of your supply chain.

The driver IS your brand, no matter which way you put it.

Cargo security is an ongoing global issue. Theft, the most common incident type, occurs 77% of the time when cargo is being transported by truck within the first and last mile. This issue is costly and forecasted at a global loss of \$24.1 billion USD yearly. This can be prevented with the use of SensorTransport's mobile application (app).

Drivers are the eyes, ears and direct gateway to your cargo during its transit and they can also be thought of as the first line of defense and security or have the ability to leave a lasting impression on your customer.

Gaining direct insight on your product's transit ensures its welfare and helps to prevent further problems down the line. Providing drivers with the tools to be successful for each delivery, allows them the opportunity to gain ownership and pride in their task.

Through proper planning, quick and easy trainings, the use of branding, enthusiasm, and eliminating driver hesitations, the driver begins to understand that they are a fundamental part of your brand's identity. Communication is key. Be honest and forthcoming to help the drivers understand what's in it for you, and exactly what is in it for them by adopting the use of the SensorTransport mobile app.

Step 1: Is your driver protecting your brand?

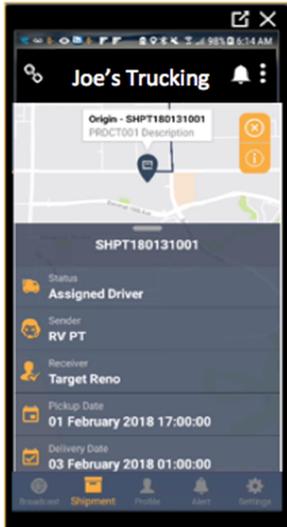
Step one to achieving driver adoption is to ensure that drivers have a smart phone that is compatible with the SensorTransport mobile app to ensure proper collection of data. The app is available for download on his/her personal phone or a loaner phone.

At SensorTransport, we do not recommend providing drivers with a loaner mobile phone. If a loaner phone is provided, it's possible the driver will not be fully invested into the program. They will assume all data charges are covered and the phone will not be as protected as if it were their own. If a loaner phone is the only option, dispatchers must be required to work closely with the drivers on a day-to-day basis to assign phones and retrieve phones after each delivery.

Step 2: Comfort with Use

The SensorTransport mobile application has several configurations and functionalities. It can be used as a very simple "no touch" GPS tracking application or a more complex multi-level application. A quick coaching of the app is recommended for drivers and dispatchers to understand its functionality and the Command Console.

If multiple data collection configurations are decided upon, drivers should become comfortable with the app in stages. Once the base model, or no touch application becomes second nature for your drivers, you can begin to add more levels of functionality including proof of delivery (POD), tender management, payment gateways, quantity UOM, etc.



Step 3: Branding Your Mobile App

One of the most exciting aspects of SensorTransport's app is the ability to brand the app in conjunction with your organization's branding standards. Logos, approved colors, and all other branding guidelines can be implemented to show a fully functional app "created" by your organization.

Having your drivers use a mobile application that is not visibly created by a third party, helps to create driver buy in and allows your driver to feel fully invested in your brand.

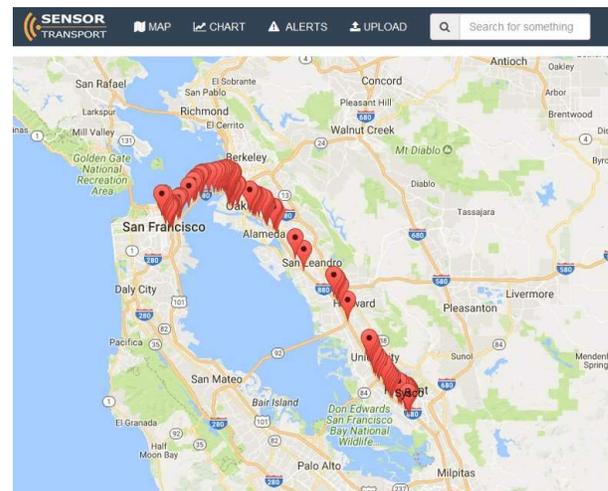
Step 4: Eliminating Driver Hesitation and Understanding the Need for Security

When implementing new protocol, an unsure employee will often reject it before its acceptance, especially if it requires more effort and responsibility by the individual. Some hesitations may include data charges accrued by the use of the mobile application, the thought of being watched from afar, or simply the added responsibility.

Data charges are minimal and will be hardly noticed on an existing mobile phone bill. Although the app is running throughout the entire transit time, it requires a fairly minimal amount of data for the app to be utilized to its full potential. If data charges continue to be the driver's hesitation, there is an option to use the application only when the phone is connected to a Wi-Fi hotspot.

The "Wi-Fi only" setting should only be used as a last resort because it ultimately eliminates the full functionality of providing "real time" updates. When using the Wi-Fi only function, the SensorTransport app will obtain the full amount of data throughout transit, but only pushes the data to the command console when the driver connects to a Wi-Fi signal.

Your driver has already established an open line of communication with your dispatchers whether it's through text messages or telephone calls. If your driver is concerned about being "watched", you must ask yourself if there is something your driver is trying to hide and if your driver is a threat to your brand. With 80% of cargo thefts connected to an inside job, it is not uncommon that a dishonorable driver will refuse the capability to be tracked by GPS monitoring. This driver hesitation should be repositioned as a positive and clarified that GPS tracking allows for more driver safety and security. As the driver's location is pushed to the Command Console, it becomes readily available in case of an emergency such as a motor vehicle accident, natural disaster, or a medical emergency.

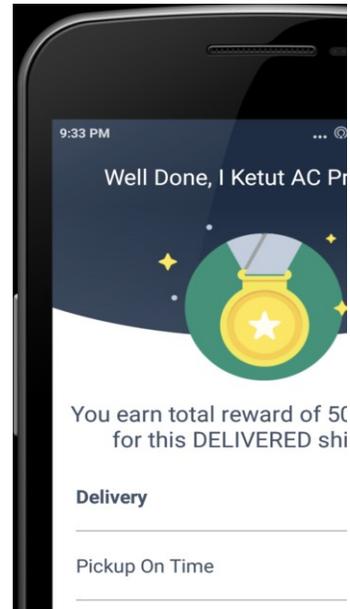


The final way to reduce driver hesitation is through the understanding that performance can be measured and leads to reward.

Step 5: Motivation and Reward

Driver performance should not be thought of as data that only benefits your drivers, but is also a key metric in managing your supply chain. If your driver performs well, your brand performs well; therefore, motivating your drivers to complete their tasks at the best of their ability is key. Top performing drivers should be rewarded for their exceptional performance through a Driver Incentive Program built directly into the app.

The mentality that there are no two-star Uber drivers should be adopted among your drivers. The better your driver performs their tasks (5-star Uber driver), the more deliveries they will be assigned and the more opportunity they have to receive a reward. An example of a Driver Incentive Program is having each achieved function become a “point” for your driver. The accumulation of points can lead to either a monetary prize or a prize of your choosing. For example, if your organization offers beauty products, drivers have the chance to win samples of your products. This will also help to ensure further buy in because drivers will have the ability to win the products they help deliver.



Step 6: Adding Smart Phone Compliance to Your Carrier Contract

SensorTransport recommends you update your carrier contracts to require the use of the SensorTransport mobile application by its drivers to ensure a more valuable contract. This is a best practice to avoid unforeseen issues down the road and should be thought of as a prerequisite to becoming a preferred vendor by your organization. The carrier then becomes the driving force in ensuring its drivers understand that use of the app is required and not considered to be optional and the best drivers are used to represent your brand.

About Sensor Transport

We deliver logistics solutions that protect top brands and deliver value against widespread supply chain challenges. Our team leverages advanced IoT and Mobile App technologies to provide real-time monitoring of goods in transit.

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