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Agriculture group aims to improve delivery driver safety with Telargo

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UAE-based Mirak Group, a producer and distributor of fresh flowers, fruits and vegetables, has rolled out Telargo's Fleet Management System to improve fleet operations and enhance driver performance.

The system, which was installed by Telargo certified partner Arab IT, will be used to track both fleet deployment and the road behaviour of drivers, to improve safety and decrease maintenance on the vehicles.

The Fleet Management System includes GPS, digital mapping and wireless technologies, which enable hosted and mobile applications. The system is able to perform a number of functions, including route and time planning, and management and reporting of fleet movement, and also is able to monitor driver habits, and report back on them.

The driver score system monitors and assesses the driver against a performance index, based on things like speeding, harsh acceleration and braking, and then calculates a score of from one to 100 for the driver each trip.

Nejdeh Ghadimi, assistant managing director at Mirak Group commented: "Apart from the obvious safety perspective, no matter how efficiently we operate our vehicles, they will perform poorly with an irresponsible and inefficient driver behind the wheel. Studies clearly show that aggressive driving and excessive speeding are major contributing factors in fatal crashes.

"This information enables our fleet managers to evaluate, track and compare the driver's performance on the road and helps to change driver attitudes by encouraging better driving practices," he added.

Ghadimi said that other benefits from the solutions would include improved fuel efficiency and reduced carbon emissions, and fleet optimisation to improve overall performance. Insurance rates can be renegotiated based on better driver safety, and the system will also help Mirak to ensure that its fresh produce is delivered on time.

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