



ICFM DRIVER SATISFACTION SURVEYS

Introduction

The Institute of Car Fleet Management is the United Kingdom's only independent organisation dedicated to developing the capability and enhancing the standing of fleet professionals.

In addition to delivering a range of education and training programmes the Institute promotes best practice fleet management principles and techniques via member networking and an Annual Members Conference.

Driver Satisfaction Surveys are not only used as a tool to research the views and satisfaction levels of all of company provided vehicles but also to benchmark current fleet policy with that of fleet profiles across similar business sectors.

Why ICFM Surveys?

As well as being the key exponents of best practice in this field we are also in a position to offer total impartiality in the interpretation of survey results. Due to the diversity of our member base we are in a position to benchmark results against fleets both large and small, in private and public sector organisations and across a variety of funding options.

Through regular contact with our members we are constantly identifying and/or updating competencies for effective fleet management and proven principles for inclusion in a modern car fleet policy.

Those responsible for implementing surveys and the interpretation and reporting of results are all experienced fleet management practitioners – working as either managers of their own fleets, consultants or fleet service support providers.

Survey Objectives

The objectives for a typical Driver Satisfaction Survey are as follows:

1. To assist in developing fleet policy within a business by identifying those aspects that lead to dissatisfaction amongst drivers and take appropriate action to improve them.
2. To benchmark satisfaction levels for particular aspects of fleet policy against those attained within similar business sectors
3. To ensure that the highest standards of Health & Safety and Duty of Care regarding company vehicles and their drivers are maintained.
4. To improve the nature and consistency of service quality standards of delivered to drivers of company vehicles in accordance with best practice.

The Driver Satisfaction Survey Process

Survey Content/Scope

We offer either a generic survey (ref. sample attached) or can develop a bespoke survey conforming to our client's exact specification.

Section headings in the generic survey are as follows:

- Company car policy
- Vehicle choice
- Vehicle ordering/handover
- Health & Safety/Duty of Care
- Driver communication
- Service, maintenance & repair

Bespoke surveys can be designed to cover any of the above elements or cater other specific aspects of fleet policy that may need specific attention e.g. Accident Management Policy, Fuel Management etc. They may also be designed for specific categories of driver rather than all those with a company vehicle.

Survey Completion

Once the content/scope and respondents of the survey have been agreed then the method of survey completion will be agreed. This could be either On-line, paper-based, by telephone or a combination of all three.

Paper-based surveys could be distributed to respondents through internal communication channels distributed by the ICFM.

On-line surveys would be administered totally by the ICFM. Respondents would be issued with a username and password to gain access to their e-version of the survey document.

Irrespective of the selected response method respondents would be asked to complete it by a pre-determined target date.

Results Reporting

The ICFM will process and consolidate the responses into a coherent report highlighting statistically significant findings, trends, recommendations in accordance with best practice etc.

Report findings could be formally presented, if required. The anonymity of individual responses could, of course be maintained. However, the data would be processed using the collective parameters agreed with the client at the outset e.g. region, division, department, management/non-management, gender etc.

If you would like to discuss our ICFM Driver Satisfaction Survey Service please contact Lynn Eldridge, Administration Manager on 01462 744914, e-mail:

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