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McCarron Coates: presentation to the Van Fleet Forum



Who we are: a brief introduction

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- **Insurance specialists with decades of experience in the transportation sector**
- **A business based in Leeds, but working with client nationwide**
- **A brokerage that wants to go further than just supplying policy documents**
- **The insurance partner to the Freight Transport Association**



Today's talk will:

- Offer insight, via research we have recently commissioned
- Highlight what van operators need to be considering within their wider 'orbit'
- Provide a link between what we have discovered & the Van Excellence scheme



What we set out to do

- to be proactive in supporting Van Excellence
- to create a thought leadership platform within the courier/delivery sector
- to better understand the public's perceptions of van drivers, within key areas that affect risk management
- to glean insight to help fleets understand perceived van driver impacts
- to create a body of research that could deliver positive change within van fleets



What we did, to achieve these goals

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- Commissioned an independent, copyrighted Gorkana research survey
- Examined consumers' views of van driving & other behaviours
- Focused on perceptions of the much-renowned 'White Van Man' to elicit findings we could leverage to convert a driver into 'Wise Van Man' (or woman)

EXAMINED GREY AREAS, TO ADD COLOUR TO OUR UNDERSTANDING



What we found

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- Nearly one-in-five (**19%**) think van drivers are the worst drivers on the road
- A further **16%** think van drivers only come second to lorry drivers when it comes to bad driving
- Well over a third of consumers (**37%**) think van drivers typically have lots of bad and inconsiderate driving habits



What we found

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- **23%** think the phrase White Van Man conjures up a negative image of a driver who is inconsiderate to other road users
- **16%** think van drivers have a poor public image & this is justified
- **11%** think the same, but think it not justified



What we found

- Only **8%** felt van drivers to be safer on the road because of time spent driving/use of wing mirrors etc.
- A big **29%** are more wary of van drivers driving a hired van, distrusting their skills/ability to drive it safely
- **20%** are more wary of van drivers driving a van with no signage



What we found

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- Nearly **a quarter** think van driver exhibit bullying behaviour e.g tailgating
- Slightly more than one-in-ten (**11%**) think van drivers are the worst offenders when it comes to using mobile phones whilst driving
- **A quarter** of consumers think van drivers are in too much of a rush to make deliveries, to be able to drive in a safe manner



What we found

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- **13%** say seeing a van's dashboard full of clutter immediately gives them a poor perception of the driver
- **15%** think the massive increase in the number of couriers making deliveries has made roads in town, cities & villages more dangerous
- **18%** doubt that the majority of van drivers do the daily check the law requires, before taking their vehicle on the road



Implications for corporate image

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- **14%** think company owners would be 'shocked' at how badly their drivers behave on the road
- **13%** feel those driving signed vans should worry how their poor driving reflects on their employer's image
- More than one-in-twenty (**6%**) have reported a van driver, because of their bad driving
- More than one-in-ten (**11%**) have reported a van driver to their employer, for inconsiderate parking



How would a Van Excellence logo help?

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- **12%** of consumers feel safer when they see a van displaying a 'how's my driving' type sticker
- **One-in-ten** would "feel reassured" if they saw a logo that reflected a driver had undertaken extra safety training



Our thoughts

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- Consumers are your customers and how your drivers drive their vehicles will impact on your brand image
- Consumers have a poor impression of van drivers, so are already primed to regard whoever they are driving for, in a negative manner
- Good risk management could lower your insurance premiums AND enhance your reputation and image.



And please note ...

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More than one in twenty consumers say they have become more worried about van drivers, since vehicles started to be used in terror attacks.

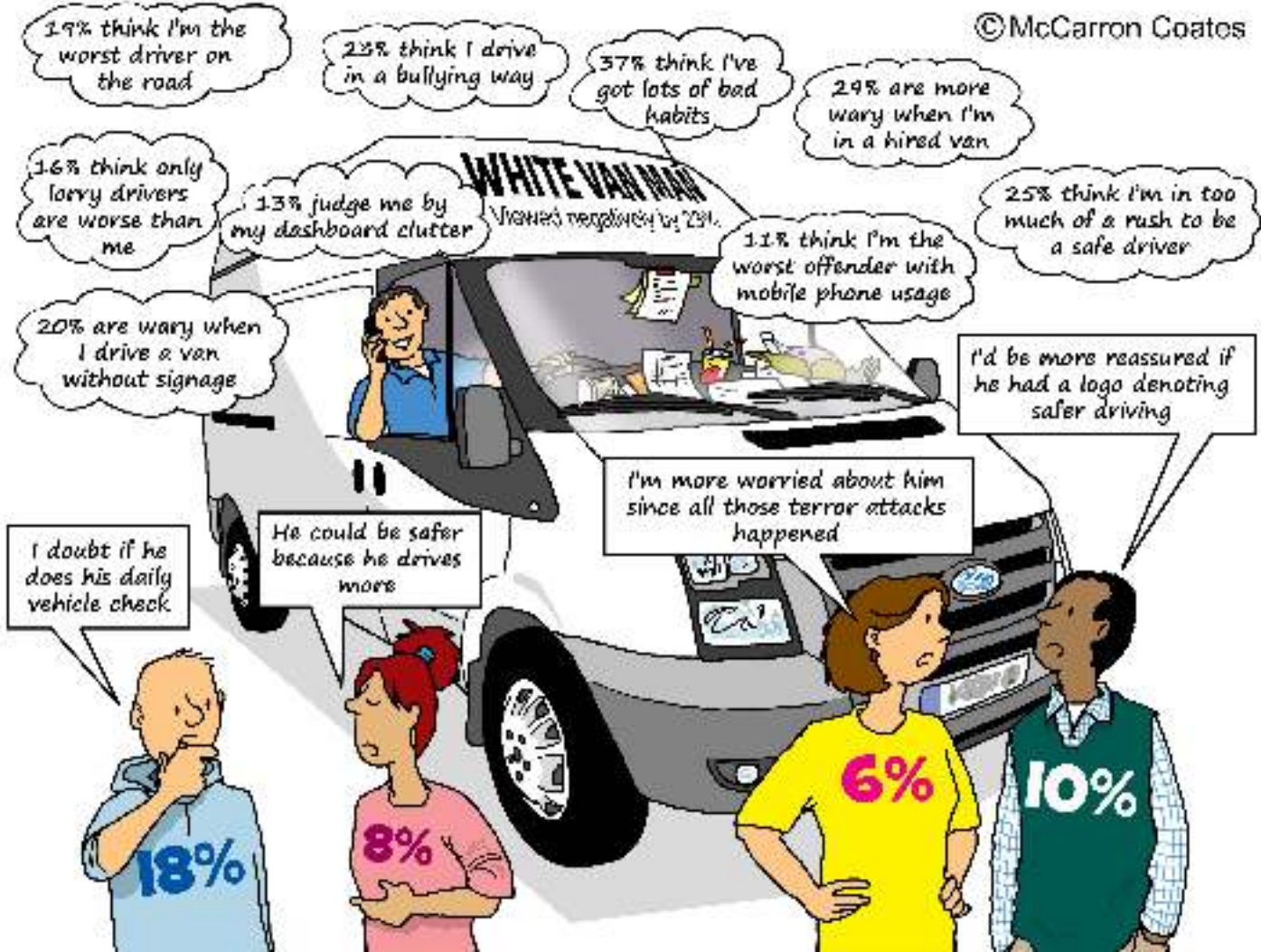
The public now have a new form of distrust when it comes to van drivers.



How your drivers are perceived in your community ... in a nutshell.

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You are being judged whenever your vans enter a community.



You rely on your communities for support, so take care how you handle negative perceptions.

Suggested actions

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- View your drivers as brand ambassadors, not brand destroyers
- Take actions to curb bad driving habits through driver monitoring, better training, audits
- Communicate the importance of good driving to your drivers
- Explain public perceptions/ask drivers to be mindful of them
- Show professionalism & build trust through signage and communications that allay public fears
- Consider Van Excellence - to convert negativity into support



Turn White Van Man into Wise Van Man

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