

Incident Reporting

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We recently released (and improved) a new version of our incident tracking system for our fleet. It designed to be used across business units, from member services to fleet to management to loss control. It radically improves control and accountability for 'things that happen' in a carshare service - and believe me, things happen a lot. We've integrated locations, vehicles and members into sensible workflows that make it easier for workers to complete the work (our fleet and loss control team) - for reporters (such as our call center) to prioritise and allocate work - and for managers to understand where the problems are coming from.

This level of detail has enabled better tracking (and improved management) of 'negative' member events, such as when a member is unfortunate enough to have multiple bad things happen to them (through no fault of their own - such as a flat battery, a late return by another member, or a dirty car). We also integrated the incident system into our 'Driver Multiview' plugin, which means we've 'pooled' all these events into every other driver events that happen.

"Now I can see what happened to a specific driver, or what happened at a specific location, or what happened at a specific car. The level of detail is excellent." said Brian Giang, head of the fleet team at GoGet. "I can be a bit more proactive and see if a particular location or car has patterns that I need to be aware of - and I can delegate work to my team based on location as well as by car".

Quite a few carshare organisations we know track their fleet incidents via Google Docs. While that's great when you've got fairly small fleet, it gets quite cumbersome when your fleet grows to more than 10 vehicles - and linking the data together can be a complete nightmare! Sensible reporting requires a properly structured data model - which is why we created our incident reporting system.

We know at least one of our customers has integrated this into their Key Performance Indicators, using it to create a monthly 'Defect Rate' report which measures how far from perfect everything is, by incident type.

We think there is further scope to use this data to improve organisation performance and will be looking at other incident tracking improvements over the coming months.