

# WITH VNOOMICS **TRUE FUEL**, CRUM TRUCKING'S DRIVER INCENTIVE PROGRAM IS BEING DRIVEN BY **FAIR AND BALANCED DATA** ON FUEL USE



## **OVERVIEW**

Crum Trucking, Inc., based in Batesville, Indiana, is a truckload carrier experienced in safely transporting an extensive range of commodities. Founded in 1963, the company offers consolidation, multi-stop, expedited, and other services across North America with a fleet of 140 trucks.

## **CHALLENGE**

Crum's management team was looking for a simple way to engage drivers in helping the fleet operate as fuel efficiently as possible. Having drivers operate in a more fuel conscious way would reduce fuel expense, improve safety, and reduce maintenance expenses for Crum. The challenge was how to measure and provide the insights and information drivers and managers needed to make this happen.

## **SOLUTION**

In 2017, Crum Trucking began using the True Fuel stand-alone fuel optimization solution from Vnomics in all of their 140 company trucks. The on-board systems were installed easily by the fleet's in-house maintenance operation, requiring only simple mounting and wiring connections.

With fair and accurate data on fuel consumption, Crum Trucking could focus on improving driving behaviors and establish a rewards and incentives program for its drivers that did not require a complex set of metrics or calculations.

Vnomics True Fuel establishes a truck's potential fuel economy independent of route, load, and other external factors, and then assists drivers through in-vehicle driver coaching to eliminate fuel waste and improve vehicle performance.

The True Fuel scoring model includes assessments of the driver's impact on fuel efficiency. Key fuel efficiency behaviors are rolled into a fair and balanced composite GPA-like score of the driver's real-world fuel efficiency

“The Vnomics approach to judging drivers was exactly what we were looking for because it focuses on what the drivers can do to use less fuel and not all the things that impact MPG that they cannot control. It also provides a simple and fair analysis that eliminates arguments and lets our driver managers know which drivers to talk to, and what to talk about.”

Keith Crum  
President  
CRUM TRUCKING, INC.



performance that is automatically normalized for operating conditions.

Installations of devices on vehicles for truckload carriers are a challenge due to logistics and scheduling. With True Fuel's small number of components and ease of install, Crum personnel completed all of the installs without any campaign downtime or specialized equipment.

Crum Trucking also reported, with the use of real-time coaching, that drivers came up to speed very quickly on the system and required driving behavior.

## RESULTS

Crum Trucking is working with drivers using the True Fuel system to reward its most efficient driver each quarter with a custom 'Top Fuel' branded hat award. Drivers recognize that the 'Top Fuel' award is fair because it is not based on MPG. Due to the success of the program so far, Crum plans further enhancements of the comprehensive rewards and incentive program based on Vnomics data for drivers in local, regional, and long haul operations are planned.

Using Vnomics to help drivers improve engine control through more efficient shifting, Crum Trucking has reduced fuel consumption across its fleet of 140 tractors. Based on the fact that before True Fuel in cab coaching was implemented, the fleet had an average of 7% driver inefficiency, the return on investment from True Fuel and the

potential to go even further has been well received to improve that return.

Because True Fuel focuses on improving the drivers' behaviors that affect fuel efficiency, Crum has seen efficiency gains regardless of the model year or manufacturer. Crum's drivers have embraced True Fuel and have stepped up to the challenge of increasing fuel efficiency. One driver, who at the beginning of the program was scoring low 80s, is now consistently scoring in the 90s and has become an internal advocate for the technology and the Crum program.

"Vnomics True Fuel is the foundation of our driver rewards and incentives program. Its easy, automated approach, and the fair and balanced data it provides without requiring that we develop a complex and convoluted set of metrics, allows us to apply it consistently across our local, regional, and long-haul operations."

Keith Maucher  
Driver Manager  
CRUM TRUCKING, INC.

## ABOUT VNUMICS CORP.

Founded in 2008, Rochester, NY-based Vnomics Corp. provides advanced fuel optimization solutions that enable fleets to reduce fuel consumption and expense by improving driver and vehicle performance in real time. The company's True Fuel™ product, a stand-alone, OEM-agnostic fuel optimization solution, combines the intelligence of on-board machine learning with real time driver coaching to eliminate fuel waste and improve vehicle performance. This unique approach to improving driver and vehicle performance provides substantial fuel savings to a rapidly growing number of fleets across all motor carrier segments, all truck OEMs and all engine and drive train configurations. For additional information, visit [www.vnomicscorp.com](http://www.vnomicscorp.com) or call **855-866-6427**



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