



case study

Transforming Transport

Gencat's Digital Approach to Driver Training Yields €2.2M in Fuel Cost Savings

GENCAT

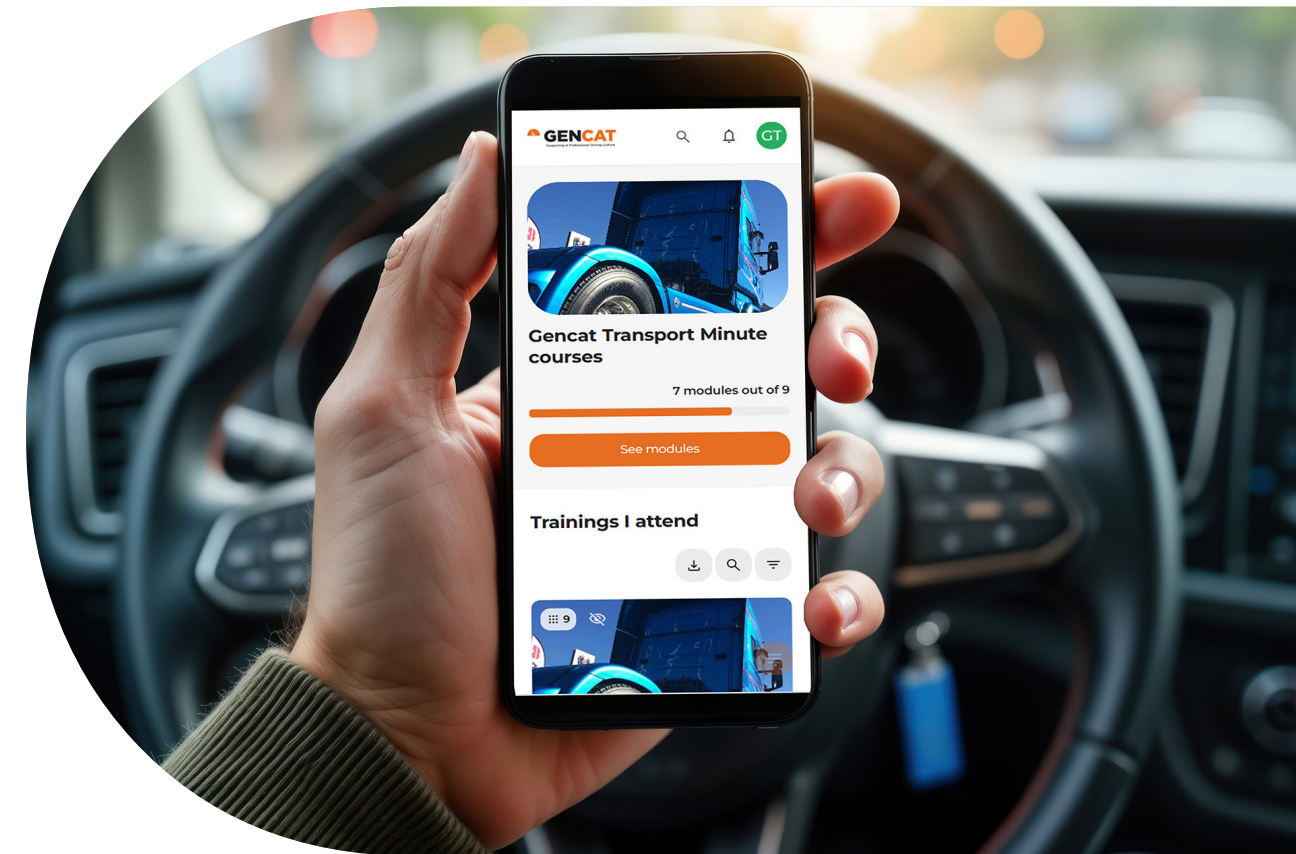
eurekos

Irish transport compliance specialist achieves remarkable results with zero financial training incentives through Eureka's mobile learning platform.

GENCAT

Gencat is an Irish company offering comprehensive services to the road transport industry. Their expertise spans driver training, compliance consulting, and staffing solutions for local and international transport operations.

With a presence in Ireland and operations across Europe, North America, and Asia, Gencat specializes in regulatory compliance and professional development for transport businesses globally.



6.4% fuel savings

€2.2 million cost reduction across 793 drivers in 29 fleets

1,646,109 liters of fuel saved

directly related to the program implementation

4,411,572 kg of CO₂ emissions prevented

through improved driving behaviors

27% reduction in harsh braking

improving road safety and reducing vehicle wear

Transformed driver classification model

that's attracting attention from EU regulators

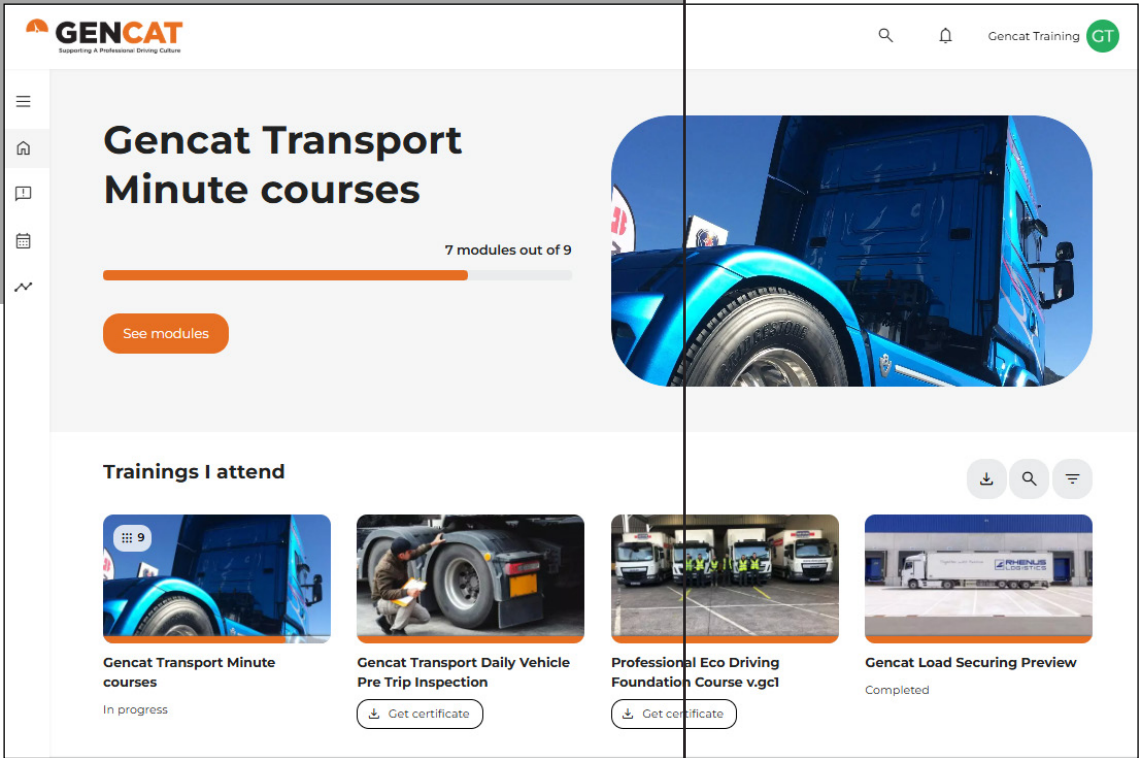
The Challenge

Transforming driver behavior across a widely dispersed workforce presented Gencat with serious obstacles. Every day, professional drivers make countless decisions that impact safety, fuel consumption, and vehicle longevity. Yet, reaching them effectively through traditional training methods proved nearly impossible.

Before using Eureka, Gencat relied mainly on classroom-based instruction. This approach created significant operational disruptions since drivers work on vastly different schedules, with some starting as early as 3 AM. Gathering these essential workers in one location often required multiple training sessions, with many drivers still unable to attend due to route commitments or personal obligations.

Even when drivers could attend in-person sessions, the training itself was problematic. Kevin Hurley, Head of Analytics at Gencat, explains their predicament:

“We were manually processing everything before. Everything was labor intensive, with hours spent preparing materials, generating reports, and following up with individual drivers.”



In addition, the industry lacked any standardized system for classifying driving proficiency. Without defined skill levels or career progression, all drivers were expected to meet the same standards regardless of experience, creating unrealistic expectations and training inefficiencies.

However, most fundamentally, Gencat needed to deliver measurable behavior change without disrupting essential daily operations—an almost impossible challenge with their existing approach.



Why Eurekaos?

After evaluating numerous learning platforms at an industry event in London, Gencat narrowed its selection to three finalists. While all candidates offered comprehensive learning management features, Eurekaos distinguished itself through its specialized focus on external training needs and transparent partnership approach.

"What attracted us to Eurekaos is that the other companies were large corporate entities—you'd just be another number with them. Whereas with Eurekaos, they were dynamic. You had direct access to their leadership team, which we wouldn't have received from the others."

Kevin Hurley, Head of Analytics at Gencat

Throughout the eight-month evaluation process, Eurekaos demonstrated a deep understanding of the unique challenges associated with training external partners rather than employees. While other platforms excelled at internal workforce training, Eurekaos offered streamlined automation specifically designed for managing distributed external learners. This was crucial for Gencat, who needed to eliminate the labor-intensive manual processes that had consumed countless hours in material preparation, report generation, and individual driver follow-ups.

Their eight-month evaluation process involved extensive testing of multiple systems. Price initially appeared to be a factor, but even when a competitor matched Eurekaos' rates, Gencat remained convinced of Eurekaos' superior value through its purpose-built approach to external training and scalable automation capabilities.

Mobile optimization emerged as another decisive factor in their decision. With drivers primarily accessing training on smartphones rather than laptops, the visual quality and usability of Eurekaos' mobile interface made a significant difference. The platform's ability to deliver engaging content that drivers could easily consume during downtime—without causing eye strain or cognitive overload—addressed a critical operational need that other solutions couldn't match.



The Solution

Gencat implemented a comprehensive behavior modification program using Eureka as its foundation. This approach transformed their training methodology in five innovative ways.

1

Accessible, On-Demand Learning

Rather than requiring drivers to attend scheduled classes, training became available whenever and wherever needed through their mobile devices. This accessibility enabled drivers to complete modules during natural downtime, such as while waiting for loading or unloading.

"The online aspect is very well laid out and engaging. It allows drivers to access training at any time that suits them. If they're parked up and told they'll have to wait an hour before loading, they can do a half-hour module—and they actually look forward to it."

Barry Lyons
Training Program Director at Gencat

2

Personalized Learning Paths

Perhaps the most transformative aspect was the ability to deliver targeted content based on individual knowledge gaps. The platform's assessment capabilities identified specific areas where each driver needed improvement. Based on these insights, Eureka delivered tailored learning materials—about vehicle technologies, regulations, or driving techniques—only to those who needed them.

"The magic part is how you can target information to an individual instead of broadcasting to everybody. If a driver knew about something, that's fine, move on. If they didn't know about a particular aspect of the vehicle, we could send them specific information about that technology. It's much more personalized that way."

Barry Lyons
Training Program Director at Gencat

3

The Training-Coaching Cycle

During implementation, Gencat discovered an important pattern: when drivers applied new techniques, their performance often temporarily declined before improving significantly. It became clear how crucial it was to combine initial training with ongoing coaching.

"We can measure better with Eureka because we can have intermittent testing and evaluation. In a classroom, we get one opportunity to educate. With online learning, it's infinite—you can talk to the person all of the time."

Barry Lyons
Training Program Director at Gencat

The program structured this approach by implementing a 12-week coaching period following the initial training. This extended support phase allowed the platform to enable continuous feedback loops that helped drivers overcome resistance to changing established habits

5

Digital Knowledge Repository

Eureka also served as a comprehensive resource library. Drivers gained instant access to vehicle-specific documentation, regulatory information, and best practices—all through their mobile devices. With the platform offering support for over 196 languages, the content was readily available in all languages Gencat required for their multinational workforce, ensuring seamless operation across different regions and countries.

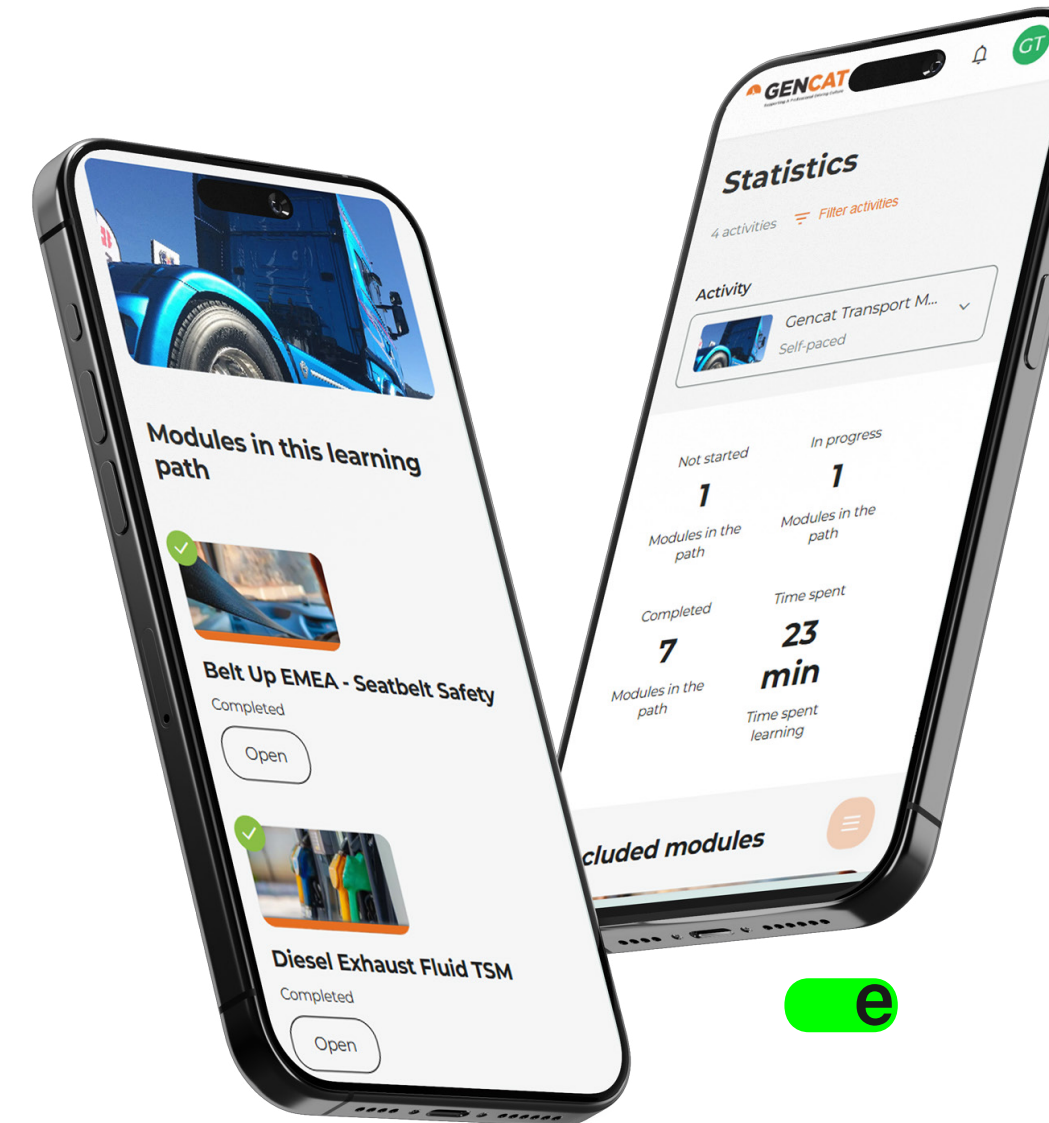
This multilingual approach eliminated the need to search for physical manuals and ensured everyone had the latest information at their fingertips, regardless of their native language or location.

4

Vehicle Data Integration

The program established a workflow that connected telematics data from vehicles with the learning platform. With the integration in place, Gencat was equipped to track real-world performance improvements, creating a data-driven approach to driver development.

In particular, telematics data, including metrics like fuel consumption, idling time, speed, and harsh braking, was analyzed to generate weekly performance reports that informed personalized coaching and targeted learning assignments.



Impact

The implementation of Eureka delivered transformative results across multiple dimensions:

The program achieved a 6.4% reduction in fuel consumption across 793 drivers from 29 fleets. This seemingly modest percentage translates into remarkable real-world impact: 1,646,109 liters of fuel saved, and €2.2 million in direct fuel cost savings.

Road Safety Enhancements

The program delivered measurable improvements in road safety. With the 27% reduction in harsh braking incidents, drivers adopted a smoother, more anticipatory driving style that minimizes risks associated with sudden stops and aggressive maneuvers. Such a behavior change directly improves vehicle stability, reduces accident likelihood, and enhances overall road safety.

Furthermore, the data-driven training approach allowed targeted coaching to reinforce safe driving practices. For example, drivers engaged more actively in safety modules, and fleet managers reported better overall compliance with best practices, demonstrating the long-term effectiveness of behavior-based online training over traditional classroom instruction.

Environmental Improvements

Beyond fuel savings, the program also addressed non-exhaust emissions, an increasingly dominant source of vehicle pollution. According to a recent OECD study (2020), emissions from brake wear, tire wear, and road abrasion now exceed exhaust emissions in modern fleets, yet they remain largely unregulated. In particular, brake dust alone accounts for 16-55% of all non-exhaust particulate matter by mass and is potentially more harmful to human lung cells than diesel exhaust. By reducing harsh braking by 27%, Gencat's program likely decreased brake dust emissions significantly, contributing to both environmental sustainability and public health improvements.

Similarly, smoother driving patterns reduce tire wear, a growing source of microplastic pollution in water and soil. While the precise particulate reductions were not measured, these behavioral shifts align with global transport sustainability goals and position participating fleets ahead of emerging regulatory standards on non-exhaust emissions.

Operational Efficiencies

Beyond direct fuel savings, the program delivered substantial operational benefits. Estimated at over €4 million, these additional savings came from reduced vehicle maintenance, lower costs for brake replacements, decreased tire wear, and fewer suspension component issues.

The platform also enabled "toolbox talks" (quick safety briefings) to be delivered to drivers regardless of location. Previously impossible to coordinate, these timely communications could now reach all drivers simultaneously.

Engagement Without Incentives

Most remarkably, these results were achieved without any financial incentives—a testament to the effectiveness of the training approach and the engagement capabilities of the Eureka platform.

Of the 716 drivers with complete data, 529 (74%) showed overall improvement, and 278 (39%) improved fuel consumption specifically. Only 70 drivers (10%) showed performance deterioration, while 117 (16%) had insufficient data for analysis. The 74% positive engagement rate aligns with industry norms for driver behavior programs—a remarkable result, especially given the absence of any incentives.

"For us, it's been a game changer. It's like you've just given us a whole new set of tools to work with. It's like you've invented the wheel for us again. We have a whole new way of operating."

Barry Lyons, Training Program Director at Gencat

Looking Forward

The successful implementation has sparked ambitious plans and attracted attention from regulatory bodies. Gencat is now developing a formal driver classification system with three levels—novice, professional, and senior professional—using Eureka as the foundation. This framework will establish clear career progression pathways and recognize varying skill levels within the profession for the first time.

With the platform infrastructure successfully established, Gencat is focusing on content quality improvements to match Eureka's high-quality presentation. This includes developing more targeted, bite-sized learning modules tailored to specific driver needs.

The program's success has also attracted attention from DG Move, the EU regulatory body responsible for driver training standards, who were very impressed with the results. The implementation of similar methods for the mandatory Certificate of Professional Competence (CPC) training would be beneficial for all European commercial drivers.

Building on the already impressive results achieved without incentives, Gencat plans to explore formal reward structures to drive even greater engagement and performance improvements. They're also working toward deeper integration between telematics data and the Eureka learning platform to automate training recommendations based on real-world driving performance.

Transform Your Training. Transform Your Results.

Want to reduce costs, boost learner engagement, and future-proof your external training? Eureka simplifies how you educate partners, vendors, and customers with seamless, automated learning experiences—built for real impact

Schedule a Demo on eureka.com

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