



DRIVER SAFETY



THE PROBLEM

Our client has 80 trucks on the road and was experiencing a high frequency of at-fault accidents that were preventable. Insurance costs were going up, time spent dealing with losses was significant, and assets were not being deployed profitably. Our client did not have a plan for preventing “distracted driving.”



THE SOLUTION

We put a plan together that deployed three main solutions: 1) Education of drivers; 2) Tracking driving behavior; and 3) Rewards and consequences around such behavior.



THE RESULT

Accidents were reduced by 80%, insurance premiums stabilized, assets stayed in the field and employee morale went up because they could see the company cared about their well-being.