



## **CASE STUDY** Fleet Management

# **Fleet Safety is Critical in Optimizing Efficiency and Protecting Business Reputation**

### **THE COMPANY**

Drivers are the face of the company and brand ambassadors.

- 50 – 75 employees
- Union and non-union

### **THE CHALLENGES**

The client had no formal driver training program or vehicle inspection procedures. Drivers were not formally trained, and they were unsure of procedures to follow when involved in an accident. Critical mistakes were made, contributing to five-year auto losses of \$275,000, with \$245,000 due to insured at-fault accidents, generating an unfavorable insurance rating and significantly increasing premiums.

- Sizeable auto losses resulting in higher insurance costs
- No written expectations around behaviors, rules, guidelines, or proper procedures
- Drivers not adequately trained on safe driving techniques and unsafe driving habits

### **THE SOLUTIONS**

The company implemented required driving training programs to ensure drivers, HR, and supervisors were all on the same page: Defensive Driver Training and What to Do at the Scene of an Accident for company drivers, and Accident Investigation and Reporting and Process and Forms for HR and supervisors. To enhance the in-person training, the company offered safety management online tools and resources, such as Distracted Driving, Defensive Driving Tactics, and Texting and Driving, along with adding auto investigation kits in the glove compartment of each of the 50+ fleet.

- Training programs for both drivers and supervisors
- Technology to manage fleet costs and driver safety
- Best practices as recommended by ANSI (American National Standards for fleet operations) and NET (Network of Employers for Transportation Safety)

### **THE RESULTS**

With proper training and tools, the company created a safety culture, protecting the brand, reputation, and bottom line, while keeping employees safe when on the road. The new commitment to safety offered greater protection against potential company and personal liabilities associated with driving a company vehicle on behalf of the business, and their numbers tell the story. Over the last two-year period, the incurred auto losses dropped to \$12,000, with \$5,700 due to insured at-fault liability, bringing down the average loss ratio from 94.6% to 7.58%. Their newfound behaviors have dramatically driven down cost and increased the number of insurers competing for their business.

- Significant reduction in accidents and insurance costs
- Produced a culture of training and safety
- Greater protection against company and personal liabilities