



DRIVERCARE CONNECT® WHITEPAPER

CASE STUDIES ON REDUCING COLLISION RATES PER MILLION MILES

CASE STUDY #1: AN EVOLUTION OF FLEET SAFETY

For several years, a large sales and service fleet had been working on reducing preventable collisions per million miles. After a merger in 2018, they simplified their fleet data and processes and introduced the DriverCare Risk Manager® product across their fleet. They also streamlined safety policies and procedures. All this effort paid off with an 8% decrease in preventable collision rates per million miles in just one year.

From 2019 to 2021, the fleet continued ramping up its safety efforts. They rolled out new-hire safety training focusing on the

most common accident types and made it a must for all drivers to take proactive safety training every year. They also brought more people to the table for fleet safety reviews, ensuring initiatives got the support they needed from different departments. This led to another impressive 28% reduction in collisions over two years.

Altogether, collision rates plummeted by 33.9% over three years, which was more than double their initial target of a 15% reduction. Their hard work paid off, making roads safer and showing how effective their strategies could be.

FACING POST-PANDEMIC DRIVER BEHAVIOURAL CHALLENGES

In 2022, our client noticed a troubling spike in their collision rates. Speeding seemed to be a likely factor in these accidents, but proving it was tricky since most incidents didn't have a formal police investigation to dig into the causes. This wasn't just a one-off issue; many fleets faced higher collision rates as post-pandemic driving behaviors clashed with a return to pre-pandemic travel levels.

By the end of Q3, their rates had risen by 22.8% compared to the previous year. Our client decided to employ DriverCare Connect® as a possible fix.

DriverCare Connect was set to leverage the telematics data collected by the

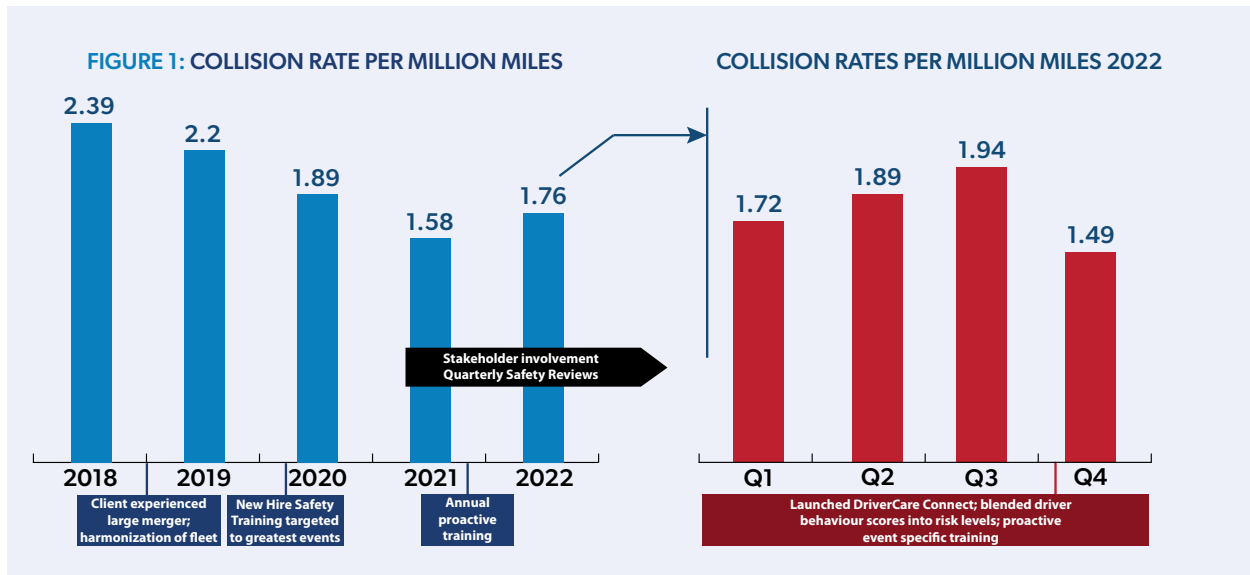
fleet's existing GeoTab devices already in their service fleet vehicles. To ensure comprehensive data collection, they needed to expand this to all fleet vehicles, so they also rolled out GeoTab to their sales fleet.

Drivers were introduced to DriverCare Connect, and the complete solution was in operation before the start of the fourth quarter. The hope was that the rise in collision rates would cease and that there would be some reduction back towards prior year rates. The actual results were astounding. Fourth quarter preventable collision rates dropped over 23% to below 2021 levels. (Fig. 1)

HOW DRIVERCARE CONNECT® REDUCED DRIVER RISK

DriverCare Connect provided this client with visibility into the behaviors that were most problematic for their fleet drivers. Not surprisingly, speeding stood out above all others by a significant amount. In fact, nearly one-third of all drivers had deficient

scores for speeding over the posted limit (Fig. 2). Armed with this information, fleet and safety managers could intervene with risky drivers and provide proactive training to change behaviors.

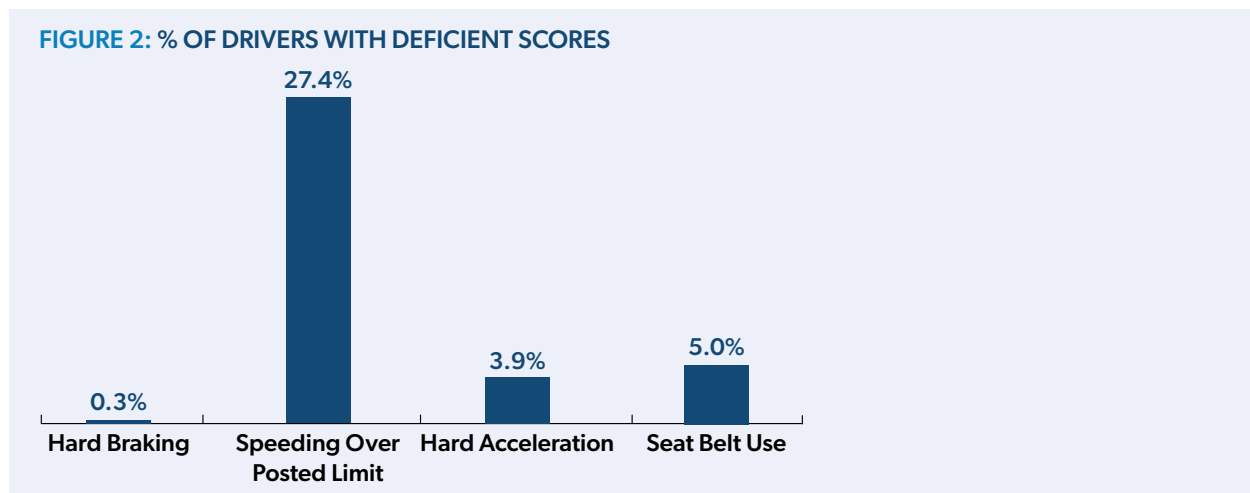


Drivers received an overall score for their driving behaviors and scores for individually measuring behaviors of speeding over the posted limit, hard braking, hard acceleration, and seatbelt use. They were able to observe recent scores and trends over time to gain insight into their problem areas.

Drivers could also see where they ranked among other drivers on their team and within the fleet overall. Managers utilize these scores and ranks for safety discussions with underperforming drivers and to recognize

top-performing drivers.

With these motivating factors, drivers sought to self-manage their driving behaviors and received tangible evidence of their efforts through improved driving scores. For this fleet, underperforming drivers realized significant improvements in their overall scores. This fleet set an acceptable threshold at 80 points. Figure 3 shows how deficient drivers improved their scores using DriverCare Connect® over a 3-month period.



As a result, **our client saved more than \$5.6 Million** through reduced accident rates.

CASE STUDY #2: DRIVER AWARENESS LEADS TO LOWER ACCIDENT RATES

A large service fleet was looking to enhance its existing culture of safety by better engaging drivers with new safety technology. They chose to implement DriverCare Connect® to increase driver awareness of their unsafe driving behaviors.

This fleet had been monitoring driver motor vehicle records and managing their risk profiles through DriverCare Risk Manager® with the involvement of frontline managers

and leadership throughout the organization. As a service fleet, all vehicles were operating with telematics devices for operating purposes. They could pull reports on driver behavior that were shared with managers monthly, but it didn't result in many behavioral improvements. They wanted a way to turn their telematics data into actionable safety information and more actively engage drivers.

DRIVER ENGAGEMENT TOOLS BOOST AWARENESS OF DRIVING RISK

One benefit of implementing a behavior measurement tool that directly engages drivers is increasing awareness of their driving behaviors. Element has found that approximately 20% of drivers who have clean driving records and are rated as low risk by their employer, display high risk driving behaviors when actively measured. When this data is shared with them, most of these drivers will self-correct their behaviors so

that their active driving matches their clean records.

The results from implementing DriverCare Connect show that the drivers for this fleet did indeed have a sharp improvement in their behaviors after viewing their initial driving measurements. Improved behaviors continued an upward score trend for the first two months, as shown in Figures 4 through 9.

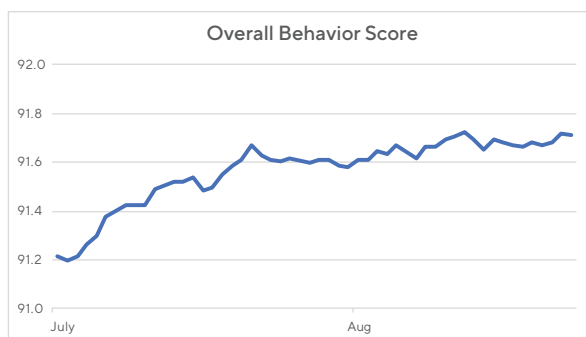


FIGURE 4

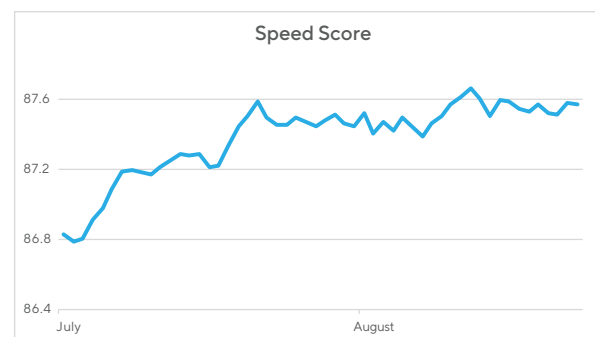


FIGURE 5

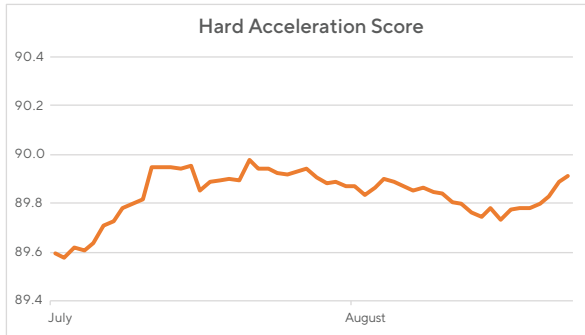


FIGURE 6

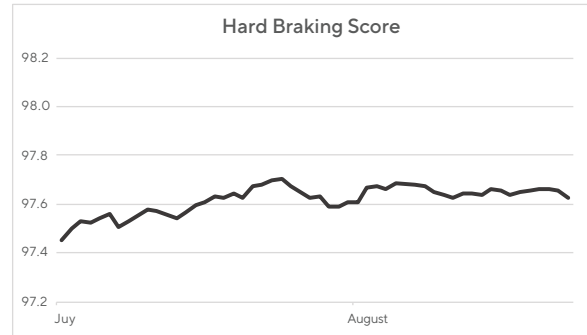


FIGURE 7

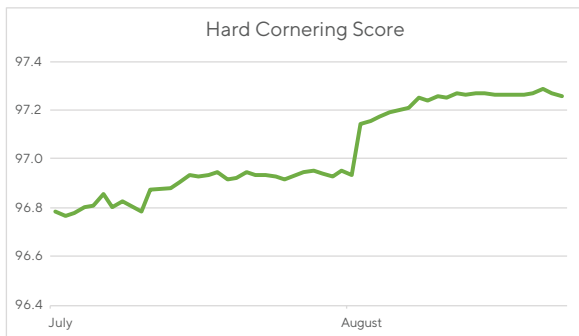


FIGURE 8

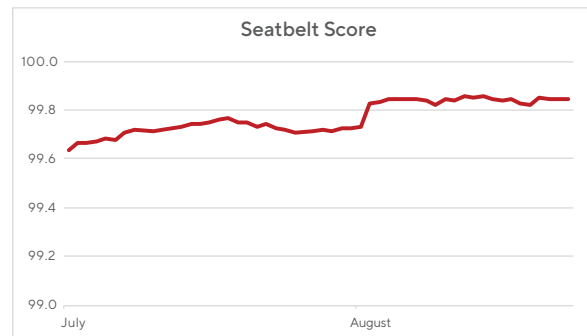
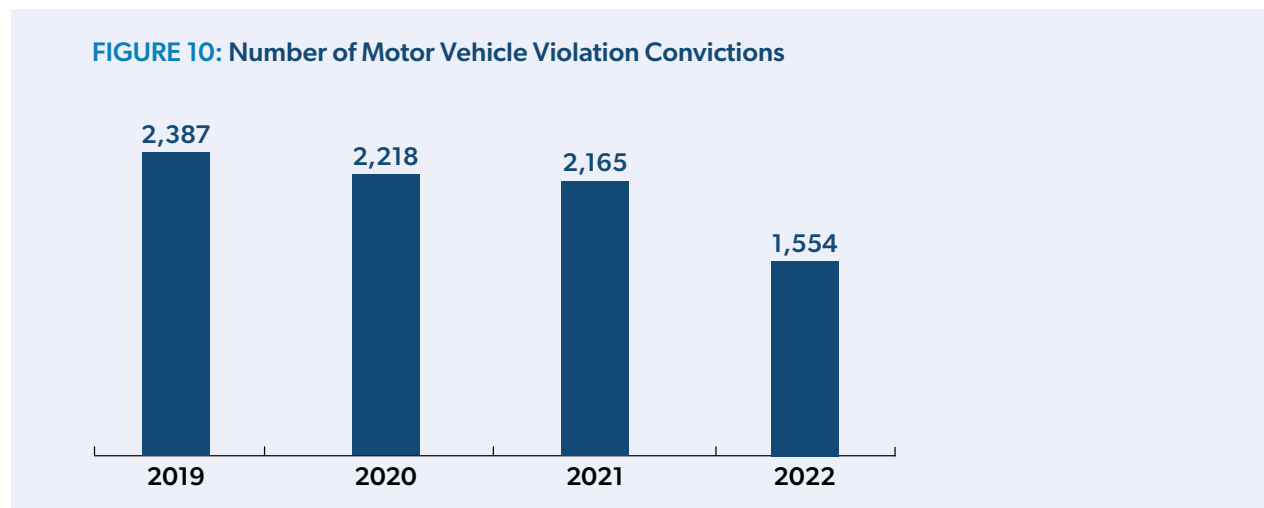


FIGURE 9

RESULTS OF SUSTAINED BEHAVIOURAL IMPROVEMENTS

By incorporating proactive training that targeted detected deficiencies and involving frontline managers in reinforcing good driving behaviors, this fleet was able to sustain their drivers' behavioral improvements. This resulted in three significant wins for this fleet.

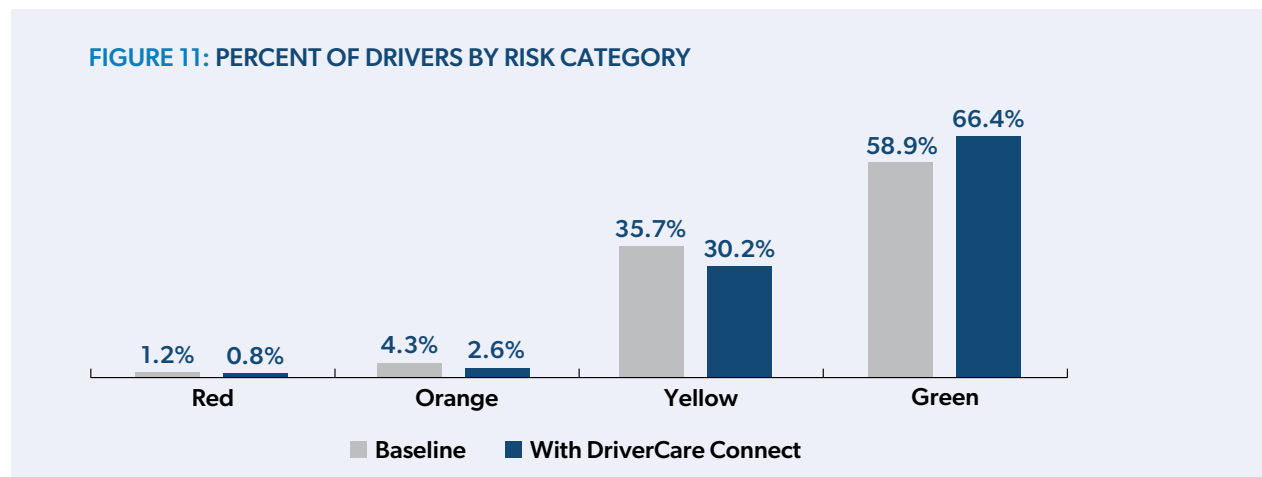
First, with basically the same number of drivers screened, there were over 31% fewer motor vehicle convictions in the year this fleet implemented DriverCare Connect® as compared to an average of the three prior years. (Fig. 10)



The second and most important result was that in the 10 months following DriverCare Connect®'s implementation, our client's Collisions Per Million Miles rate dropped 8.4%.

Finally, because of improved behavior, reduced MVRs, and reduced accidents, the overall risk level of drivers improved. Our client took a baseline snapshot of the risk levels of

all drivers in categories from Level Red (the highest risk) to Level Green (the lowest risk). After 10 months, drivers were significantly shifted towards lower risk levels, with an increase of 12.7% of drivers in the Level Green category and a reduction of drivers in all higher risk categories.



The company's risk and insurance team can use these results in discussions with their insurance broker at the time of their liability policy renewal.

ABOUT DRIVERCARE CONNECT

Element's DriverCare platform integrates fleet safety technology into a single platform and revolutionizes fleet risk management. This allows for a more streamlined and comprehensive approach to identifying potential hazards, assessing driver behavior, and improving overall safety performance.

DriverCare Connect is the latest Element innovation to be merged into this platform. It extracts the driver behavior information from telematics data collected through OEM systems and 3rd party devices and incorporates active driving behavior data into DriverCare.

DriverCare blends this behavioral data into the overall driver risk assessment and uses

it to trigger management notifications and driver training assignments according to each client's policy parameters.

DriverCare Connect also provides individual drivers a visualization of their own active driving behavior data in a mobile experience that is available on smart devices. This driver engagement tool increases driver awareness of their own risk and helps motivate them to self-improve through gamification and competition. Drivers receive a daily score for their recorded trips and can also see their behavior trends over time. Additionally, they see where their score ranks among other drivers on their team and the fleet overall.

Frontline managers can easily use the

score rankings of drivers on their teams to acknowledge and reward good and most improved drivers, reinforcing desired behaviors. Corporate managers gain

visibility of drivers that present the greatest risk to the organization and can take appropriate steps to remediate this risk before a serious negative event occurs.

For more information, contact your Element account manager or visit [elementfleet.com](https://www.elementfleet.com)