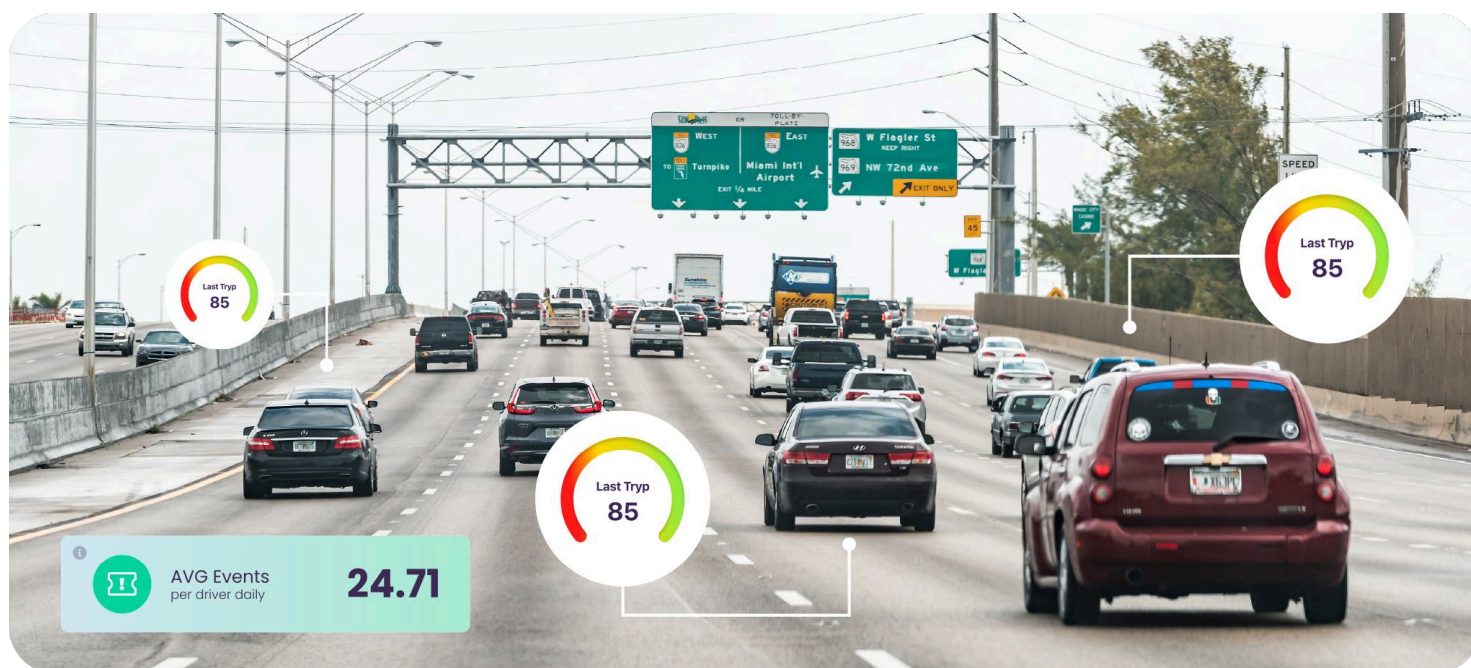


Case Study

This North American organization saw our technology's potential to boost driver awareness and encourage positive behavior in their last-mile delivery service. This decision to use our technology created an increase in annual savings for the organization.



Background

The organization in this case study has over 6,000 drivers delivering parts daily using light-duty vehicles. Safe Roads Challenge introduced the company's leadership to a simple, low-cost solution designed to improve driver behavior. The idea was that by helping drivers better understand and exceed driving expectations, they could reduce risk events and fuel costs in the short term. In addition, the long term benefits would include lowering vehicle maintenance and insurance costs over time.

Methodology

The study began by observing drivers for 90 days. Without revealing their scores, we established a baseline for risk events and overall driving performance. After that observation, drivers were given access to their scores, see where they needed to improve, and shown their rank within the company. For data comparison, risk events and fuel costs were measured during this period.

Highlights

Sample Size

1.4M

miles analyzed

105,000

drives recorded

75,000

hours of driving

Driver Risk Event Decreases

27%

decrease on overall events/621 miles

13%

decrease on speeding events

34%

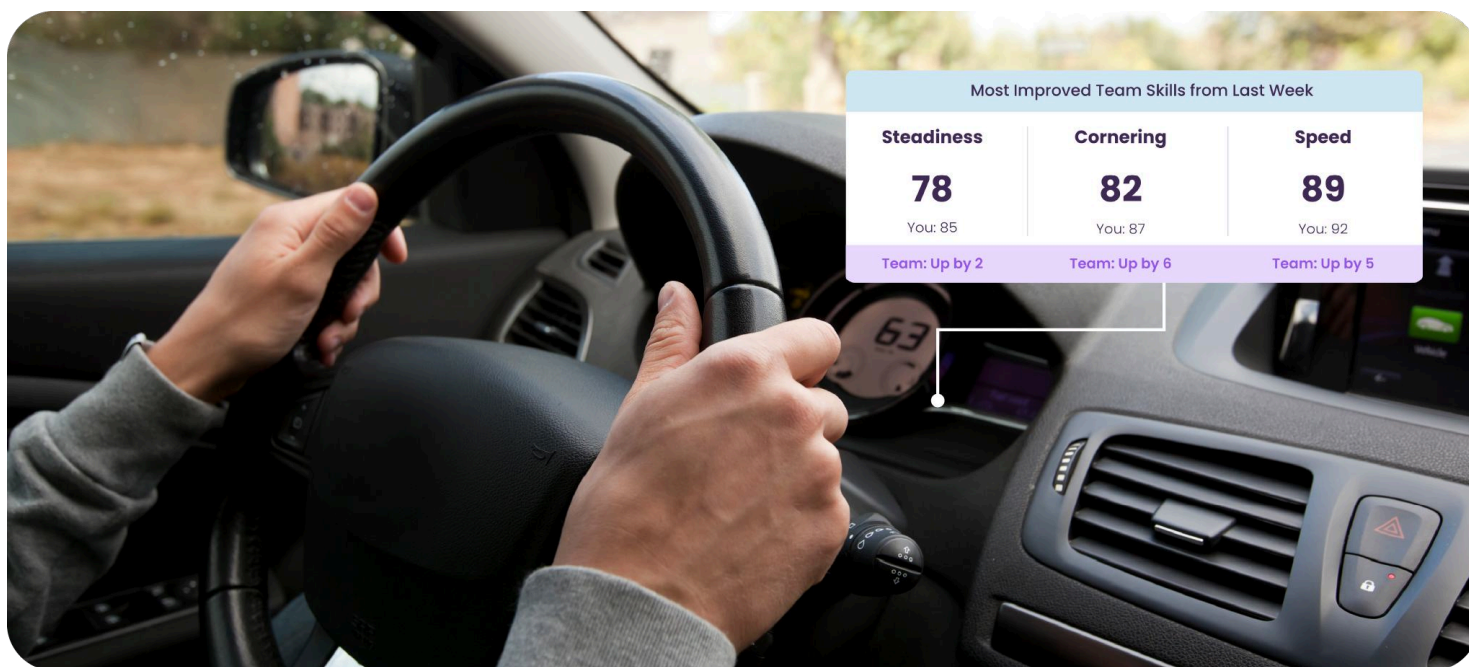
decrease on acceleration events

35%

decrease on braking events

34%

decrease on cornering events



Results

This company trial program showed that using a driver-behavior scoring system benefits companies. The program boosted financial returns and employee engagement, all the while cutting down on risk events and fuel costs. Based on these findings, there's evidence that maintenance and insurance costs would also drop significantly over time.