

# Wheels helps client take driver safety to the next level with ChangeDriver™

## THE CHALLENGE

Safety is a foundation of the corporate culture for this long-time Wheels client in the food processing industry. With many employees located at manufacturing sites, safety has always been a top management priority that carries over into every area of the business, especially fleet.

Fleet team members take great pride in setting high standards for the company through safety-focused fleet policies. The team is committed to making sure all fleet drivers under their management are educated about and adhere to the company's high fleet safety standards, and they expect the same level of commitment from their fleet partner.

Through the years Wheels has helped this client implement every available resource to monitor and enforce driver safety:

- Fleet policy recommendations that include protocols for cell phone usage, driving and parking
- Migration to a Subaru model with superior front-end crash protection ratings
- Periodic reviews of driver performance levels and action plans to counter negative trends
- Annual MVRs with safety training modules assigned according to driver risk level
- Mandatory behind-the-wheel training for high-risk and foreign drivers
- Reports to monitor oil change compliance together with communications that reinforce the importance of proper MAP passport usage to ensure vehicles operate safely
- Awards for top drivers at their national sales meeting

<b>Fleet Size:</b>	1,200 Vehicles
<b>Vehicle Type:</b>	Sedans, SUVs
<b>Industry:</b>	Food Processing

With these measures in place this client successfully lowered its accident rate to levels below industry averages — but they didn't rest on their laurels. The fleet team began looking for ways to take their safety program to the next level by increasing driver engagement and excitement.

## THE SOLUTION

Knowing that this client is open to new safety tools and technologies, Wheels introduced them to its ChangeDriver™ program. ChangeDriver is a fully automated, online behavior management solution that uses peer competition to motivate drivers to use their vehicles in the most responsible way possible, thus helping with program compliance.

ChangeDriver is an interactive platform in which drivers compete against each other for a chance to win prizes. Each competition is structured so that drivers earn points for good driving behavior, such as avoiding accidents and violations, while educating themselves on the vehicle usage policies set by their fleet office.

As part of a comprehensive safety program this client requires drivers to alternate each quarter between safety training modules and ChangeDriver competitions focused on areas that need improvement.

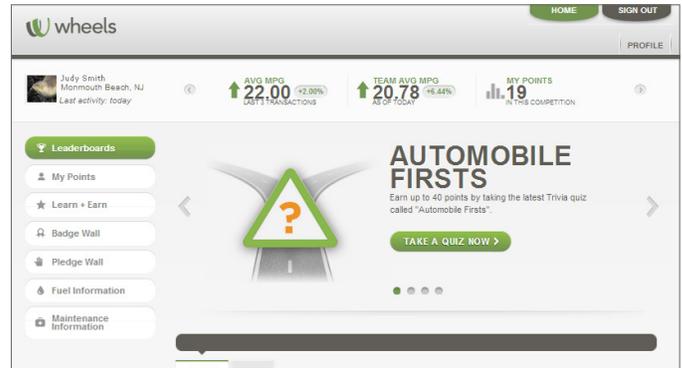
## THE RESULTS

Employees were quick to embrace ChangeDriver as part of the company’s safety culture. Within a short time after the launch, participation in quarterly competitions went from 60% to 75%. After just two back-to-back quarterly competitions the client noticed positive changes in drivers’ behavior and safety compliance issues dropped dramatically.

ChangeDriver participants are required to log in at least three times during each six-week competition period to answer the safety questions. Teams are arranged so drivers are able to compete with their peers across the company, making it easy for remote associates to participate.

A leaderboard is posted in the client’s weekly sales newsletter to let everyone know where they stand in relation to other drivers. Executives often take part in the competition and allow their names to appear on the leaderboard as a way to show support for the program. One executive even sends reminders to drivers to encourage them to make time for the competitions.

This client anticipates that ChangeDriver’s flexible programming will enable it to continue providing results for some time to come. By changing the questions to add variety, the client can continue to address safety focus areas while keeping drivers engaged.



“ ChangeDriver combined with safety training gives us a great way to keep safety in front of our drivers every quarter, while adding variety and making it fun. -Fleet Analyst (Wheels Client) ”

## ABOUT WHEELS, INC.

Wheels, Inc. (wheels.com), which pioneered the concept of auto leasing in 1939, provides a full range of specialized services to help organizations manage their vehicle fleets. Wheels manages more than 300,000 vehicles. At near \$2 billion, its holding company Frank Consolidated Enterprises currently ranks one of the largest private companies in North America. For additional information, please contact info@wheels.com.

All data analyzed and provided by Wheels, Inc.