



## Insurance Group Takes Extra Measures To Reduce Accidents, Keep Drivers Safe

### FLEET PROFILE

Fleet Size **500**  
Industry **Insurance**

Vehicle Type **Pick-up Truck, SUV**

### OPPORTUNITY

#### Eliminate the most preventable accidents

No company is more intimately familiar with the concept of reducing risk than an insurer. In that spirit, this company set out on a mission to decrease accidents for its own fleet, by developing a culture of safety.

### STRATEGY

#### Every measure taken, to be on the safe side

This company and Wheels began by doubling their efforts to identify high-risk drivers. Motor Vehicle Reports (MVR) were reviewed not just once a year, but twice on drivers and other authorized drivers. These reviews were further expanded to include drivers using their own vehicles and rental drivers. Additionally, each "invalid" MVR was reviewed to make sure the driver was, in fact, properly licensed.

All drivers were assigned automatic event-based safety training modules based on preventable accidents, such as backing up best practices.

An annual electronic fleet policy acknowledgment was instituted, helping drivers keep abreast of changes and expectations. Quarterly meetings with managers kept the safety discussion ongoing. When risky behaviors did occur, managers discussed the appropriate action, and disciplinary measures were taken quarterly in accordance with fleet policy.

### RESULTS+

#### Reduced risk is the reward

Over the last three years, their dedication to safety yielded measurable results. Now, the fleet's accident rate is 22.2% and the crash rate is 9.5%. Dollar losses from preventable accidents have **plummeted nearly 50%**. Best of all, the number of preventable accidents dropped by more than half — a major step toward their ultimate goal of making sure every driver makes it safely home to their family every night.