



Results+

Honing and Expanding Upon Driver Performance Delivers Improved Safety Stats

Safety is for everyone

This American multinational manufacturer and marketer of branded consumer foods has three sub-fleets: U.S., Canada, and executive. The company's emphasis on safety had already begun to show gratifying results. But in order to safeguard all drivers even further, the client and Wheels saw the value of standardizing safe-driving expectations across the entire company's fleet.

Three fleets, one standard

In March 2021, Wheels Driver Performance Program points were simplified, and driver risk levels standardized for all drivers. Importantly, as part of the policy update, monitoring of MVRs (Motor Vehicle Records) was expanded to include executive drivers as well.

To ensure full transparency, Wheels made these risk levels visible to all drivers, both in [Wheels Mobile Assistant](#) and through Wheels DriverView™ [online tools](#).

For its part, the company actively announced the change and its purpose to the drivers, then communicated large, high-risk infractions both to drivers and their managers.

Even safer drivers than before

With a newly level playing field, the company's fleet made a commendable safety record even better. The crash rate, which had dropped from 18% in 2019 to 12% in 2020, fell even further to 11% thus far in 2021. The incident rate was similarly lowered, from 16% to 13% to 11.5%. And the accident rate plummeted from 34% to 25.5% to just 22%.

PROJECT SERVICES: Driver Safety

FLEET SIZE: 1,435

VEHICLE TYPE: SUV, Sedan

INDUSTRY: Food and Beverage

Savings/Improvements:

Crash rate down

6 percentage points

Accident rate down

12 percentage points