

Results+

Building a Safer Fleet Through Data-Driven Risk Management

A Canadian-born leader in bathroom remodels with a fleet of over 600 vehicles across North America, is proving that safety and innovation go hand in hand. In 2024, the company took a bold step forward in fleet safety by launching a data-powered risk management initiative that combined telematics, MVR Monitoring, and peer benchmarking to reshape driver behavior and reduce incident rates.

Data and Collaboration

The initiative was led by the organization's fleet leader in close partnership with HR and Safety. Their first strategic move was to implement continuous MVR Monitoring, replacing the traditional yearly pulls. This real-time approach sharpened visibility into driver behavior, with reports triggered by actual events instead of routine intervals.

At the same time, they plugged telematics data into Wheels' Driver Performance Profile (DPP), unlocking real-time insights into risky driving behaviors like harsh braking, speeding and rapid acceleration. The initial data surge revealed more high-risk drivers than expected, but the fleet team quickly recalibrated thresholds to reveal the true high-risk drivers. As the program matured, accountability tightened, and results followed.

While the fleet team led the charge, HR and Safety played pivotal roles in post-incident assessments and corrective actions.

PROJECT SERVICES

Operational Excellence, Safety, Cost Optimization

FLEET SIZE

508

VEHICLE TYPE

Cargo vans; SUVs

INDUSTRY

Construction

RESULTS

1800

average decrease per collision repair

8.5%

Decrease of high risk drivers

75%

of the fleet now ranks in the "Excellent" risk category

To boost engagement, the company enabled peer comparison through the Wheels Mobile Assistant, letting drivers see how their risk scores stacked up against the fleet average. This sparked healthy competition and personal accountability; powerful motivators in a performance-driven safety culture.

The Payoff of Accountability

The impact of their safety initiative has been nothing short of transformative. Between 2023 and 2025, the percentage of high-risk drivers plummeted from 10.4% to just 1.9%, while 75% of the fleet now ranks in the “Excellent” risk category. Collision repair costs dropped by 48%, saving roughly \$1,800 per incident, additionally the annualized crash rate dropped.

This success stems from a deeply collaborative approach. While the fleet team led the charge, HR and Safety played pivotal roles in post-incident assessments and corrective actions. The program’s structure balances centralized oversight with branch-level empowerment, driving accountability and continuous improvement.

This client’s journey demonstrates how smart strategy, cross-functional collaboration, and a commitment to safety can drive exceptional results, proving that transformative change is within reach for any organization ready to act.



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