

# WTF!\*

\*Why Telematics Fails

## Case Study



## Case study: how you can transform your insurance profile

We know that good use of telematics can change a business' fleet performance for the better. Equally, it can be hard for a business to imagine the improvements when they haven't experienced them for themselves. That's why we wanted to show you the difference that good use of FLEETiQ made to one of our clients.



### Robert Summers Transport

Robert Summers Transport Ltd are a family owned company which has been in business since 1970. When we started working with them they already had an excellent reputation for delivering a high quality, total transport service.



## The FLEETiQ challenge

QBE Insurance asked us to make our services available to Robert Summers Transport as there were numerous small claims on their profile. There were concerns that drivers were habitually speeding and driving in a way that was might be deemed unsafe and inefficient.

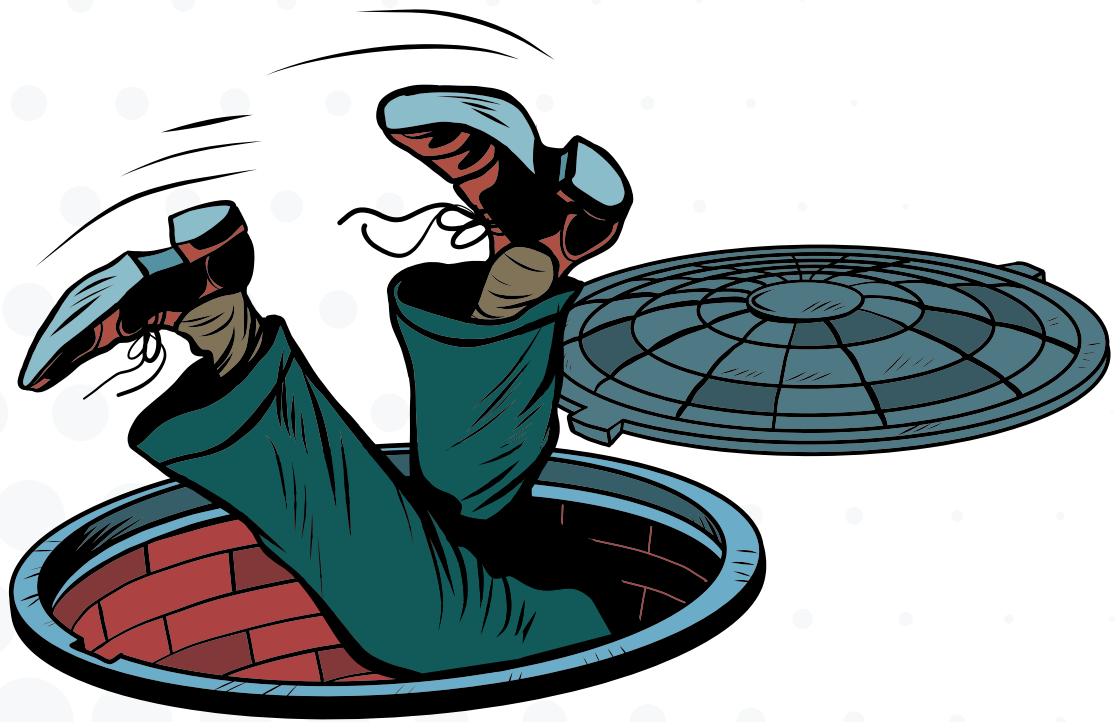
We knew that FLEETiQ could help. Firstly, it could help to identify the behaviours that needed to change and develop a plan to make that happen. Secondly, once the plan had been implemented its data collection tools would allow us to track the progress being made. We needed to change the culture, reduce endemic speeding and promote safer driving.

## The Process

We knew that changing the culture amongst drivers wouldn't happen without a clear plan. Initially, we worked with Robert Summers Transport to develop a partnership that would enable them to lead change with our support. We don't believe in supplying a tool then leaving our customers to get on with it, which is why we offer project management support alongside a whole range of other tools.

- Risk Register – Identify key areas for improvement.
- Fleet Data Analysis – Baselines of current performance.
- Toolbox Talks – Involve the Drivers and make them aware of the objectives.
- Fleet Performance Improvement Process – set benchmarks for measuring improvement.
- Compliance Documentation and Policies – Handbooks, Drivers Driving Licence declarations etc.





### Monthly Fleet Performance Review

A key part of any improvement process is monitoring the progress that's being made. We set up a monthly review to assess current performance and how these measured up against the benchmarks that had been set. We were able to recommend changes to the approach if performance levels hadn't improved as expected.

### The Board Pack on Fleet Performance

Using FLEETiQ to implement change is a significant investment for any company, so we delivered a pack to the board demonstrating improvements in overall fleet performance as a result of its use. Whilst this showed the improvements that had been made in driver performance, that wasn't all. Improving driver behaviour had an impact on other key areas. Better driving leads to fewer accidents and claims, but also saves money on fuel costs and maintenance over time. We put together a pack that gave the board insight into the benefits of using FLEETiQ in a wider context.



## The Results

Robert Summers Transport now have a greater awareness of the consequences of poor fleet management overall and had reduced the number of accidents and resulting claims. There was an impressive 60% reduction in the levels of speeding, whilst high level speeding had been completely eradicated.

As an added bonus, the process had brought about a four figure reduction in their fuel spend and increased their average fleet MPG from 6.5 to 7mpg. All of these improvements came with a full audit trail that made their compliance obligations much more straightforward to achieve.

If you'd like to find out more about how FLEETiQ could transform your business, get in touch.



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Want to sort out why your telematics are failing - call us today,  
to arrange a real conversation about how we can turn  
this around for your business.

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