

## Programme Case Studies

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### Case Study 1

Industry: Energy Sector  
Drivers: 9,225  
Countries: 5  
Years with Programme: 1

This large multinational energy provider launched a strong Driver Safety Training Programme in January 2015 to their 9,225 drivers across 14 different affiliate companies in 5 countries. Drivers in the programme are to complete a Policy Test, the Hazard Perception Evaluation and any assigned Targeted Training. To further strengthen the programme, drivers who experience a collision are assigned a pack of post-incident modules that cover material related to the collision they have experienced. Despite having an industry-low incident rate, to date the client has already seen a 4% decrease in accidents experienced in the same time frame for the prior year after just 3 months of launching the programme.

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### Case Study 2

Industry: Heavy Equipment Supplier  
Drivers: 1,340  
Countries: 1  
Years with Programme: 1

This national heavy equipment supplier launched a robust Driver Safety Training Programme to cover over 1,300 drivers in May 2014. All drivers are tested on their knowledge of the vehicle policy that governs the use of their company asset, as well as the Hazard Perception Evaluation, which automatically assigns a targeted training regimen to drivers based on their performance. To date, the company has achieved a 25% reduction in collisions it deems as “preventable”, resulting in a safer fleet and significant savings on collision costs since launching the programme.

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### Case Study 3

Industry: Uniform and Facility Services  
Drivers: 2,500  
Countries: 2  
Years with Programme: 5

This leading Uniform and Facility Services provider has been using the programme for 5 years. The client is currently utilizing a six module programme across drivers with three different vehicle types as well as a vehicle policy testing module, to ensure drivers are aware of the rules that govern the use of their company vehicle. Over the past two years of the programme, the client has seen a decrease of 13% in collision costs across its fleet.

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### Case Study 4

Industry:	Technology
Drivers:	354
Countries:	1
Years with Programme::	5

This leading technology company has delivered a Driver Safety Training Programme to over 350 drivers for the past 5 years. For this year's programme, the client has opted to assign the Hazard Perception Evaluation and any assigned Targeted Training Modules for the first time, along with a Vehicle Policy Test. To date, the client has seen a sharp decrease of 19% in its Accidents per Million Kilometers (APMK) with the new, stronger programme.

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### Case Study 5

Industry:	CPG (Bottling)
Drivers:	18,000
Countries:	28
Years with Programme:	2

This large consumer packaged goods company focuses on the bottling industry throughout all of Europe. In 2013, the introduced the programme to deliver a consistent Driver Safety Programme across all 18,000 drivers in 28 locations. The programme utilizes a custom policy testing module along with the Hazard Perception Evaluation and automatically assigned Targeted Training Modules. Drivers in each market are receiving the programme in a fully localized format. Following the conclusion of the first year of the programme, the client achieved a 32% reduction in the number of collisions from the prior year. The downward trend for collisions is continuing, as the client prepares to launch its third year of the programme.

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### Case Study 6

Industry:	Petroleum & Reservoir Management
Drivers:	1,700
Countries:	56
Years with Programme:	2

This client has a truly global programme in place covering almost 1,700 drivers across 56 markets, the client is using 6 Defensive Driver Training Modules for each driver. Modules are being completed at a pace of one every two months. Following the first year of the programme, a collision analysis of US drivers in the programme revealed that the client had achieved a 40% reduction in the total number of collision experienced in the prior year. Year two is currently under way, and an updated analysis is to be completed following the successful completion of this year's programme.

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## Case Study 7

Industry:	Industrial Supplier
Drivers:	1,400
Countries:	1
Years with Programme:	2

This National Industrial Supplier launched the programme in 2013. The client's programme covers 1,400 drivers across four regional distribution centers and 95 branch offices. Drivers in the current programme are required to complete a Policy Testing module as well as eight Defensive Driver Training modules throughout the calendar year. The client also utilizes 2-module packs which are assigned to drivers who have been involved in collisions. This programme was customized to target the most prevalent issues the client's fleet faced based on an analysis of the client's data by our Analytics Team. Currently, the client is seeing a 20% reduction in Accidents Per Million Miles over last year's rate.

## Case Study 8

Industry:	Utilities
Drivers:	7,300
Countries:	1
Years with Programme:	6

This utility company covers 7,300 drivers across 3 divisions with the solution for its Driver Safety Training Programme. Year over year, the client has seen reductions on its already low Accidents per Million Miles (APMM). Drivers began the programme by successfully completing a policy testing module. Following this, drivers receive a Defensive Driver Training Module each month for the rest of the year, selected following a detailed analysis of the client's collision data. The client is currently seeing a 15% reduction in their APMM from the prior year, and has managed to stay below the industry average APMM for each month of 2015 to date, a feat never before achieved by the company.

## Case Study 8

Industry:	Engineering
Drivers:	1450
Countries:	1
Years with Programme:	1

This client, operating in the Engineering space, is currently in year two of its Driver Safety Programme training 1,450 drivers across all of the U.S., the client is using a custom policy testing module as well as eight Defensive Driver Training Modules, delivered over the course of the year, to keep safety at top of mind for its fleet. Since the programme began in 2014, the client has seen an overall decrease of 19% in all collisions. Specifically, the current year to date for year two's programme is yielding a 45% reduction in 'at fault' collisions from the prior year.

### Case Study 10

Industry:	Specialty Chemicals
Drivers:	1,200
Countries:	32
Years with Programme:	9

This large, global pharmaceutical client has worked with the programme to deliver its Driver Safety Training Programme for 9 years. The client initially implemented the programme to try and stem the rising Accidents per Million Miles (APMM) that its fleet was experiencing. Over the first 7 years of delivering a consistent programme to its drivers, the client achieved a reduction of 80% in its APMM, from 6.0 in 2006, down to 1.2 in 2014. The programme began as a regional programme, but given the success experienced by the client, a solid business case was made to increase the programme coverage to all global locations.

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### Case Study 11

Industry:	Security Systems
Drivers:	2,700
Countries:	1
Years with Programme:	6

This safety client initially rolled out a Driver Safety Training Programme to cover 2,700 drivers out of its U.K. Market. The programme included twelve Defensive Driver Training Modules that were to be completed at a pace of one per month for the duration of the year, to keep safety at the top of mind for the fleet. Following the first year of this programme, the client achieved a 29% reduction in collisions. The programme has since expanded out to cover more markets, and six years on, the client remains happy with the programme, achieving 34% reductions in collisions in its Benelux market following the first year of the programme there.

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### Case Study 12

Industry:	Agriculture
Drivers:	4,800
Countries:	44
Years with Programme:	7

This international agriculture company is a global leader in seed distribution. For 7 years it has used the programme to deliver a consistent, manageable Driver Safety Training Programme to 4,800 drivers across 44 different markets around the world. Each driver receives training in a localized format that is consistent with their location. In the past, the client has also utilised the Eco-Training modules. While using these modules the client achieved a 3.3% reduction in fuel expenditure, which assisted towards its corporate goal of lowering its carbon emissions.

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## Case Study 13

Industry:	Pharmaceutical
Drivers:	12,140
Countries:	30
Years with Programme:	3

This leading pharmaceutical company has implemented the programme over the past three years. Driver safety Programmes were initially launched in 5 markets to demonstrate efficacy for the module based programme. The client saw a sharp decrease of 55% in its Accidents per Million Miles (APMM). As a result of such dramatic results for the initial programme, the client has expanded coverage to a total of 30 markets and over 12,000 drivers today.

## Case Study 14

Industry:	Pharmaceutical
Drivers:	685
Countries:	2
Years with Programme:	5

### Summary:

This pharmaceutical client is a global player in the industry and has delivered Driver Safety Training to almost 700 drivers for the past 5 years. Drivers complete eight Defensive Driver Training Modules throughout the year to keep safety top of mind. The client experienced a sharp 86% decrease in its Accidents per Million Miles in its Brazilian market following the first three years of implementing the programme.