

# Case Studies Stories of Success





The insights generated by the app assist our drivers to better understand their own 'on road' behaviours and encourage targeted modification for a safer journey."

Health and Safety Manager,  
Ecolab ANZ

# Ecolab Case Study



## Goal: Predictive Driver Safety

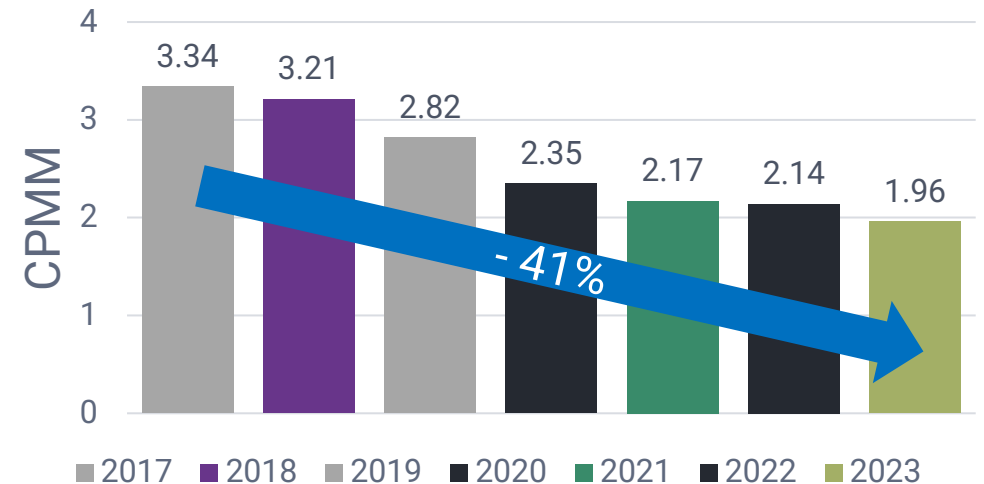
**Rollout: Globally Over 65 Countries to 17,000 Drivers**

### The Highlights:

- Global CPMM improved **41%** from 2017
- Program deployed to **84%** of global field organization
- Target to complete global deployments in 2023

### Key Takeaways:

- Sustained CPMM reduction came when focus was put on **coaching completions** and quality reviews/manager follow-up.
- Drivers that did receive their coaching on-time were much less likely (**2 times**) to have a collision within the next two months.

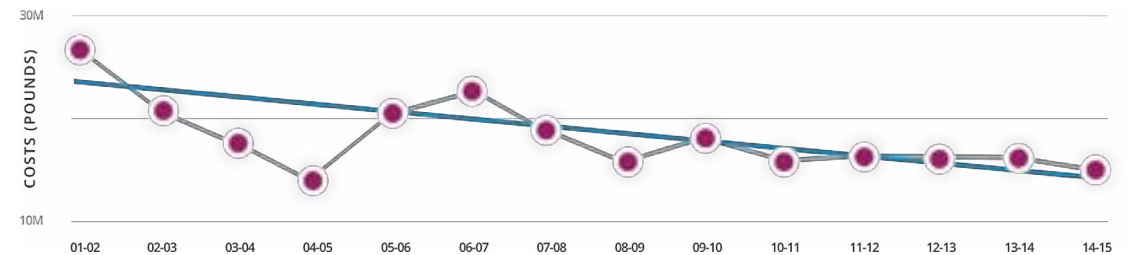


# BT Case Study



## Europe's biggest driver risk reduction program: 65,000 drivers

- One of UK's largest motor fleets: 65,000 vehicles
- In early 2000s, collisions and other road incidents (e.g., thefts) cost £25 million in direct losses and 3-4x more in indirect costs.
- In business terms, it took approximately 600,000 product sales to cover the annual cost of fleet claims.
- **12 years later, BT had halved collision rate and cut costs by £13M peryear**

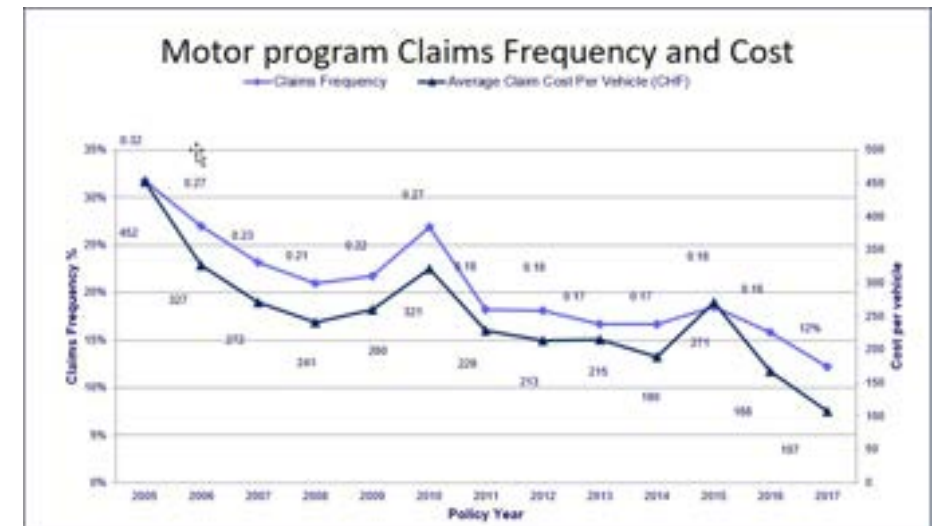


## 86+ countries. 50,000+ drivers.

**Relevance drove intention:** In 2004, Nestlé calculated that, in Europe alone, it needed to sell 235 million Kit Kats per annum to generate the revenue to finance its motor fleet insurance.

**Steady improvement:** Over 14 years, Nestlé cut its claims frequency by more than half and reduced its Ave. Claim Cost per Vehicle by a staggering 76%.

# Nestlé Case Study



**Nestle Motor Program: Best in Portfolio,  
Best in Class**

Senior International Underwriter, Motor Fleet  
Zurich Global Corporate



Our field employees spend a large part of their work in driving and this initiative is a great opportunity to continue building a 'be safe' culture in our business. This programme will enable us to enhance our overall awareness, learn more about safe driving practices, keep these important conversations going and ultimately help protect ourselves and our families.”

GSK Vice President,  
South Asia & Managing Director

# GSK India Case Study



- GSK's India Pharma division accounted for, on average, 841 of GSK's 2,170 lost days per year (39%) due to motor vehicle incidents.
- GSK partnered with eDriving to create a programme to empower employees to enhance their overall awareness, learn more about safe driving practices, engage in important conversations about driver safety, and ultimately, help protect themselves and their families.
- The programme started with a pilot in the West Region of India and then rolled out across India.
- During the **first year of the pilot** there were **zero injury-related motor vehicle incidents** reported among the 500 participants.
- After the **country-wide launch** there was a **40% reduction** in the number of lost-time injuries resulting from road crashes.