

# Case Studies

## Stories of Success



# Ecolab Case Study



## Goal: Predictive Driver Safety

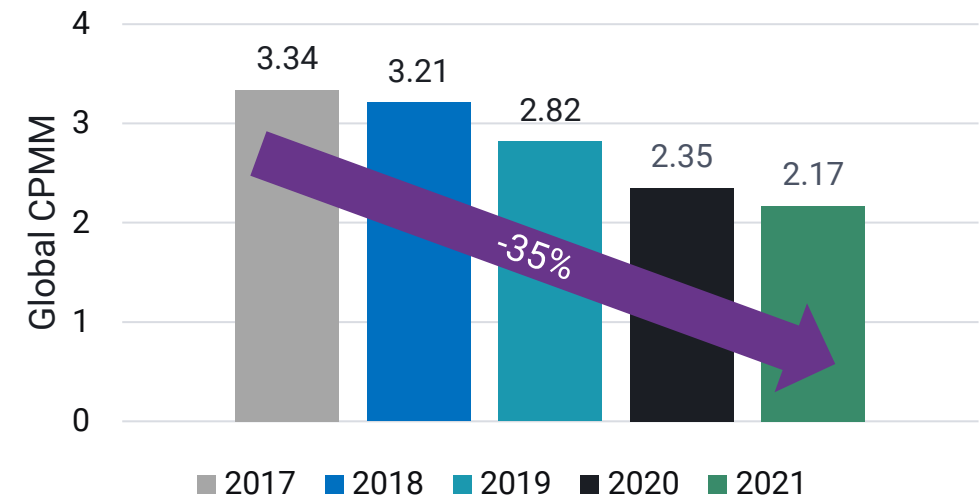
Rollout: Globally Over 40 Countries from 2017 to early 2022

### The Results:

- CPMM improved **10%** in 2019, largest YOY reductions since 2014
- CPMM improved **15%** in 2020
- CPMM improved **35%** from 2017 – 2021

### 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.

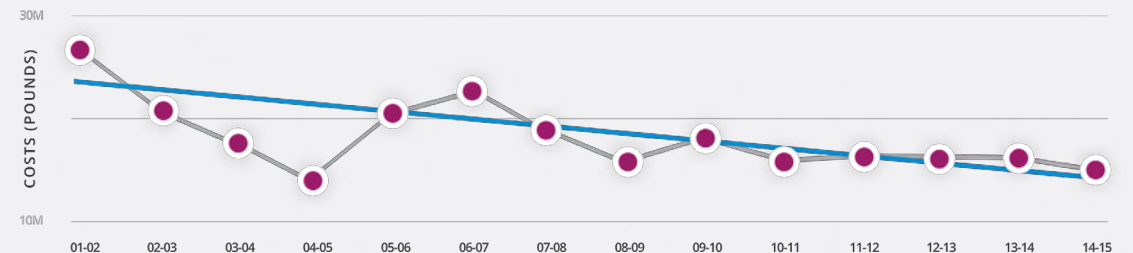


# BT Case Study



## 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 per year**

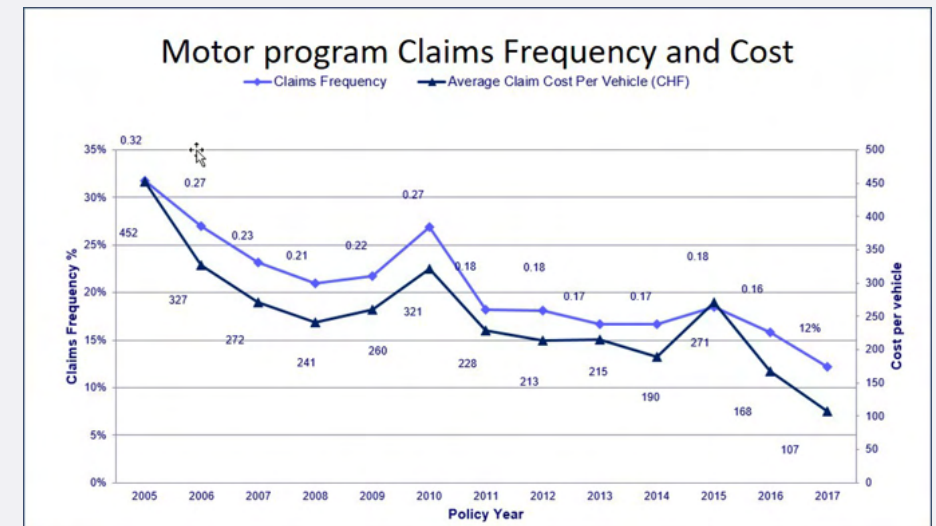


## 86+ countries. 50,000+ drivers.

**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



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

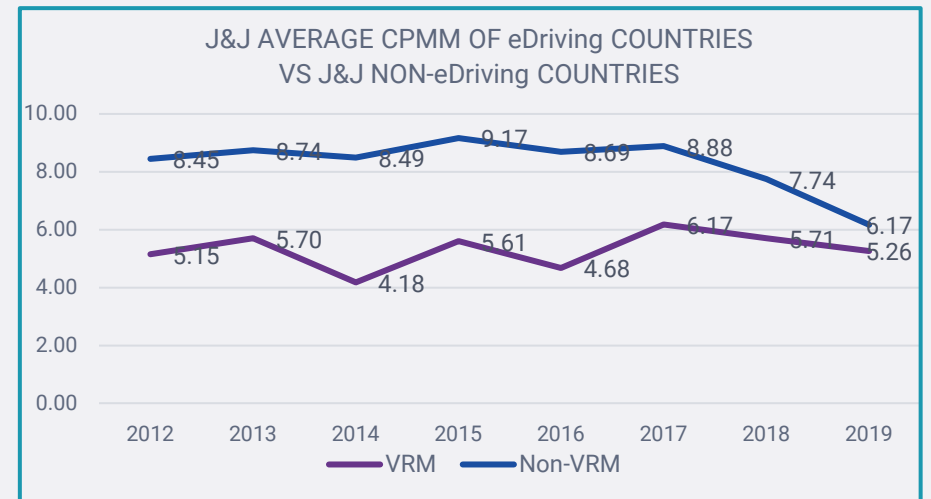
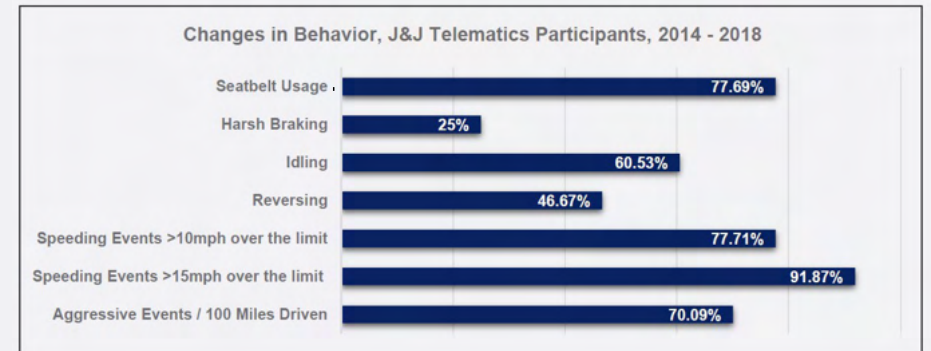
Senior International Underwriter, Motor Fleet

Zurich Global Corporate

# J&J Case Study



J&J SAFE FLEET partnered with eDriving to support their vision that, **“All drivers around the world return home safely at the end of each day”**. All drivers are on Virtual Risk Manager (VRM); High-Risk, Medium/High-Risk and New Hires are on Mentor with graduation opportunity if they achieve **Mission Zero – Injury, Collision and License Violation-Free**.



# 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.