Case Study
Almirall Pharma

Almirall are an international Pharmaceutical brand with a medium sized UK fleet of drivers.

A high collision rate lead to significant increases in insurance premium which Almirall were keen to address.

ADT implemented a Risk Management programme, which has contributed a significant improvement:

- Accident Frequency reduced from 115% to 52%
- Loss ratio reduced from 190% to 61%

“Amey have been in partnership with ADT since 2017 and have a shared vision for improved driver and vehicle safety.

“The ADT RiskMapp system has complemented Amey’s other safety initiatives which has lead the Amey Fleet Team to win two top industry awards, as well as successfully becoming Driving for Better Business Champions.

“This was achievable due to the improved data available via the RiskMapp system which has enabled us to demonstrate improved fleet and driver compliance from one central source for the entire Amey fleet of 7000 vehicles and 20,000 employees.”

Julie Davies, Amey Group Fleet and Plant Compliance Manager

Amey Testimonials

“We have worked closely with ADT to create a wide-ranging and innovative programme that is closely aligned with our safety objectives. ADT’s targeted, flexible and managed approach means we are able to overcome the varying challenges of different driver groups to maximise results. This will enable Amey to build on its commitment to occupational road risk and ensure we are working with a partner that shares our values.”

Tom Lawless, Fleet and Plant Director

Allianz
Transdev Melbourne
George Konstantopoulos, (Acting) Managing Director

“Seeking to improve the driver safety and organisation performance outcomes within our Melbourne bus operations, Transdev commissioned ADT to conduct a DM® benchmarking assessment of the pre-existing driver safety and performance systems, programmes and associated organisational arrangements. The outcomes of this assessment provided the leadership team with an independent and balanced view of our organisation, systems and programmes which has been central to our developing associated improvement and investment strategies. Based upon their performance in this matter, we at Transdev look forward to working with ADT into the future as our partner for achieving improved driver safety and performance outcomes.”

Black & Veatch

Ruth Powell – ESH&S Manager, Europe

“At B&V keeping people safe and well is critical to the success of our operations and is embedded in everything we do. We wanted to extend our focus on occupational road risk and a few years ago we engaged with ADT to help us make that step change. ADT’s approach to driver safety aligns with our values and was a clear choice for partnership. Using ADT’s robust Driver Safety Management Program has resulted in many positive changes. They have helped us establish an effective framework for managing risk that achieves both our legal compliance and safety outcomes. In tandem with our drive to reduce the mileage of our professionals, we have seen a significant cultural shift within our business – with the choices people are making. ADT support has been excellent throughout, their workshops led by highly-skilled, professional trainers are always very well received and have certainly changed the way I drive.”

Case Study
Apollo

Results from Fleet Safety Audit on a 400 car and van fleet. 46.5% improvement in claim rate per 1,000 miles and 37.7% blameworthy collision rate per 1,000 miles. Overall saving of £703,000 per annum including a £40,000 reduction in the annual insurance premium

Apollo is a property services business, and Apollo’s Housing division is involved in the refurbishment of social housing, frequently working on very large projects. The business has a fleet of approximately 400 vans and ADT was called in to review the fleet management policy in the light of unusually high collision rates, even by the standards of the building trade.

The workforce included tradesmen recruited from throughout the EU, with a cross-section of ages. There was no policy in place as to who should have the responsibility of driving in the individual teams of workers. We identified the high risk groups and used a combination of training and replacement with lower risk profile drivers to achieve the results shown below.

The Results
Substantial Savings

The following figures show the improvement in claim rates when comparing the year before and the year after ADT’s involvement with the fleet:

**Before**
- Total number of claims – 254
- Total number of collisions – 277
- Blameworthy collisions – 112

**After**
- Total number of claims – 136
- Total number of collisions – 116
- Blameworthy collisions – 70

**Improvement %**
- 46.5%
- 51%
- 37.7%

**Cost Savings**

- Reduction in claims – £702,690
- Direct and indirect savings for all collisions – £958,755
- Direct and indirect savings for blameworthy collisions – £250,110
- Annual saving in insurance premiums – £40,000 (£100 per vehicle)
SSE targets road safety with ADT through advanced driver analysis and action planning. SSE is a UK and ROI based Energy Company headquartered in Perth, Scotland, with operations in the UK and Ireland. The company is involved in the generation and supply of electricity and gas, the operation of gas and telecoms networks and other energy-related services.

Fleet Compliance & Risk Management
SSE teamed up with Applied Driving Techniques (ADT) to implement a detailed fleet compliance and risk management programme covering 14,000 drivers. Covering all risk assessments, licence checking, grey fleet checking and permit to drive requirements, the initiative was designed to achieve high levels of analysis to ensure the company was meeting its commitment to fleet safety.

ADT has worked closely with SSE to develop a wide-ranging and innovative programme in line with the organisation’s corporate safety strategy to meet Duty of Care commitments and operate responsibly.

Risk Assessment
ADT has developed and implemented an online system, so all drivers complete a risk assessment questionnaire and a Fleet Safety Policy declaration. The process covers four areas of fleet safety – Driver, Driver Attitude, Journey and Vehicle – with a full analysis of results conducted to identify risk within the business.

Permit to Drive
ADT now manages SSE’s Permit to Drive Scheme, providing temporary or full authorisation to operate a car or van on work business. Each driver is awarded a 12-month full permit or a 3-month temporary permit based on their risk assessment. Those with a temporary permit have individual development plans created with defined actions that need to be achieved (in-vehicle training, hazard perception, line manager meetings) and restrictions to be followed (mileage or journey time limits).

Line Manager Engagement
ADT works closely with SSE’s 1,700 line managers, engaging with them and encouraging them to take responsibility for the performance of drivers. All decisions are taken jointly with the appropriate line manager, who always has to sign off any newly-issued permit. During the formal launch, ADT undertook a tour of 15 offices in the UK and Ireland to present to all line managers and educate them on their driver safety responsibilities.

Monthly Violations Report
The monthly report provides details of all convictions that have occurred, including speeding, seatbelt or mobile phone violations, as well as all at fault road collisions. Each incident is fully investigated by a line manager and reviewed by ADT’s risk assessors in conjunction with risk assessments. Where appropriate, a Permit to Drive is revoked or changed from permanent to temporary.

The review process also looks to establish the root cause of each incident (tiredness, stress, outside influences) to understand if any incident is caused by internal pressures. SSE can then review organisational processes to address corporate level risk and create the necessary environment for safety culture change.

Driver Behaviour Monitoring
SSE has developed an in-house propensity model to review telematics data across five directorates. This process reviews high-level information, taking into consideration a range of parameters such as mileage, speeding, harsh driving and collisions to create individual scores for each driver. The 25 worst performing drivers are referred to ADT, with data reviewed alongside risk assessment results and historical records to create an action plan.

Driver Induction
SSE already has a strong safety culture, so it has recognised that incoming employees represent one of the biggest risks within the organisation. Therefore, it has worked closely with ADT to develop a new starter process with risk assessment and targeted e-learning. In particular, any incoming employee with less than two-years of driving experience or any new apprentice has an individual development plan with required levels of training and in-vehicle assessments.

Grey Fleet
In the UK, there is no distinction between the grey fleet, where employees drive their own vehicles on work-related journeys, and a company fleet. Therefore, ADT has created a robust system that ensures that all drivers, whatever the vehicle they are operating, are doing so in a compliant manner. This includes a series of managed checks covering the vehicle, maintenance, insurance, legality and documentation.
Sanofi Pasteur MSD is the only European company dedicated exclusively to vaccines and is a leading provider of vaccines in the UK. The company was formed in 1994 as a joint venture between Sanofi Pasteur, the vaccine division of Sanofi, and Merck Sharp & Dohme, the pharmaceutical company known as MSD outside the US and Canada.

Sanofi Pasteur MSD engaged with Applied Driving Techniques (ADT) in the summer of 2014 to develop and implement a managed fleet compliance and risk management solution across its fleet of 100 drivers. As a result, ADT introduced Work Related Road Risk Assessments, Grey Fleet Management and Licence Monitoring, as well as a targeted training programme, to improve road safety, minimise levels of risk and reduce insurance claims.

All drivers, including a significant number of medical sales representatives, initially completed an online risk assessment that focused on three key areas – Driver, Journey and Vehicle. This enabled ADT to analyse the data to establish high- and medium-risk employees that could benefit from increased awareness and driver training.

ADT developed a bespoke training programme that combined both e-learning and in-vehicle sessions. In the first year, medium-and high-risk drivers completed a hazard perception module online, while very high-risk drivers also received a half-day in-vehicle training session based on the results of individual risk assessments. In the second year, all drivers undertook a general awareness module online, while additional in-vehicle training took place on a case-by-case basis.

Meanwhile, an electronic licence monitoring service has been introduced to ensure that all drivers have a valid and appropriate licence. This automated solution removes the need for a paper-based system, reducing the administrative workload and addressing any issues of inaccuracy. ADT also created a robust grey fleet system to ensure that all drivers, whatever the vehicle they are operating, are doing so in a compliant manner. This includes a series of checks covering the vehicle, maintenance, insurance, legality and documentation which can be managed on your behalf.

“Working closely with ADT we have been able to introduce a clear audit trail across all fleet compliance and risk management requirements, enabling us to achieve a 100 per cent driver completion rate. In addition to this, the bespoke targeted training plan that has resulted in a 31 per cent reduction in insurance claims and significant improvements in road safety. ADT’s engaging approach has made for a highly positive driver experience and I would strongly recommend their services to other organisations.”

Donna Roberts, Facilities Manager
Case Study

Merck Group

Merck is a major international pharmaceutical company with a high pressure nationwide sales force. ADT has worked with Dr Jim Golby, the HR manager at Merck, over an extended period to improve collision rates and cost efficiencies.

The results have been spectacular, bringing Merck multiple BRAKE Road Safety Awards.

Results

• Claim rate reduced from 61% to 31% in one year
• Collision rates have seen a 157% improvement since year one and a 31% improvement since year three
• Blameworthy collision rate virtually halved from 1 in every 102,000 driven miles to 1 in every 200,000
• Merck’s fleet safety management audit score improved to 92% putting them in the top 5% of companies we audit
• Averaging savings of £76,000 per annum resulting in a ROI of 7.6 to 1

Case Study

Guide Dogs for the Blind

Working in a synergistic partnership with Guide Dogs with the Blind, we have implemented a carefully considered fully integrated Risk Management Strategy which we have quickly seen deliver impressive results and a multitude of significant associated benefits.

- 50% reduction in claims over a 12 month period
- Loss ratio reduced from 112% to 58% in the same period
- Enhanced “Safe Driving” culture
- Winner of two Brake awards

Case Study

Vitality Health

“Vitality Health started work with Applied Driving Techniques (ADT) based on their extensive understanding of driver-related road risk. Our efforts to obtain legal compliance whilst enhancing driver and public safety, have also led to marked cost-savings from ADT’s fully-managed services. ADT operate with safety at the forefront of their innovative services, combining their robust driver risk assessments with fleet safety audits to identify risk on a company-wide, but also individual, level. We eagerly look ahead to our continued success with our forward-thinking safety consultants.”

Mike Heritage – Facilities Co-Ordinator

ADT has worked closely with us to deliver a bespoke solution to meet our training requirements and help us mitigate the risk to our drivers enhancing our safe driving culture. This multi-faceted approach included the roll out of a nationwide program of road safety workshops and the delivery of other targeted support to drivers such as e-learning, theory workshops and in-vehicle training. Not only has this activity been embraced by our staff, we are also delighted to have our efforts recognised by two driver and fleet safety awards from the road safety charity Brake”

Karen James – Head of Health & Safety
Case Study
Jacobs Engineering

Jacobs is one of the world’s largest and most diverse providers of technical, professional and construction services. They have over 55,000 staff based in 50 countries around the world.

Why Work-Related Road Risk?
Jacobs consider driving for work to be the most hazardous activity the majority of their staff will be exposed to. This was highlighted in 2010 following an analysis of their global accidents and near misses from the previous four years.

Jacobs identified that 80% of their potentially most severe accidents could be allocated to one of nine critical risks. These included working at height, working with electricity, confined spaces and working with mobile plant.

However, driving at work was still confirmed as their number one global risk with the potential to cause death or serious injury.

Before Applied Driving Techniques
Jacobs have always viewed safety as their central focus and have held a robust safety culture for many years.

Introducing driver safety management came from their complete desire for safety; any cost savings were an added bonus.

Jacobs had three major reasons to implement procedures:
1. Driving is the most hazardous activity the majority of their staff will be exposed to
2. Driving Skills
3. Jacobs put people in cars – they have a legal and moral duty to manage the risk
4. Sustainability/environment – only have people in cars that need to be in cars

Even with a strengthened safety culture and their own attempts at policy and procedure, Jacobs knew they could do better.

Partnership With Applied Driving Techniques
In 2015, Jacobs began their partnership with Applied Driving Techniques (ADT).

ADT undertook a full review of Jacobs’ driver safety management systems, processes and procedures and worked with them to develop the new, comprehensive, Driver Safety Management System which was launched Q2 of 2015.

Driver Safety Management System (DSM)
The fully-managed solution focuses on four main areas:
1. Policy & Guidance
2. Driver Safety Management
3. Driver Skills Improvement
4. Ongoing Monitoring

The guiding principle of the DSM is the driver risk assessment which is designed to test a driver’s aptitude, attitude and nature of their journeys. The outcomes create individual risk profiles and ratings for targeted interventions.

Each driver is specifically authorised to drive on company business. The risk assessment is completed at least annually. The authorisation to drive can be revoked at any time if a driver incurs a penalty, has an accident, or if another concern is raised about their ability to drive safely.

The process includes a driving licence check to ensure legal entitlement. If a driver uses their own vehicle for work journeys, their insurance is checked for the level of adequate cover and basic checks - road-worthiness certification and age - to confirm it meets the company’s minimum standards or use.

Results - Year 1
• 34% drop in Motor Vehicle Accidents
• 85% compliance rate
• 8% drivers identified as having issues with licences and/or insurance – drivers informed and are now compliant
• Improved engagement with staff
• Safer drivers driving safer vehicles
• Reduced travel to meetings, greater efficiencies improving Jacobs client relationships and client satisfaction
• Significant reduction in Jacobs corporate risk profile
• Reduction in number of accidents/near misses
• Able to demonstrate compliance with statutory obligations (reduced risk of prosecution)

Jacobs travelled 7 million miles without a blameworthy collision above 9mph.

Forward View
Jacobs and ADT are now rolling out their Driver Safety Management System on an international scale. The global initiative ensures that all 47,000 drivers are managed with a consistent approach in line with the Jacobs Driving Absolutes global minimum standards.

ADT are also supporting Jacobs with the development of bespoke learning modules and VR training to reinforce their safety principles.

“We started our partnership with ADT in 2015 based upon the shared understanding that safety culture is at the heart of our business. Combining industry-leading knowledge with exceptional customer service, ADT implemented bespoke services to complement and improve upon our existing safety systems. Their commitment to delivering sustainable solutions has led to Jacobs witnessing a 40% year-on-year collision reduction. After observing the substantial cost savings through improved driver safety and legal compliance, we made the decision to continue working with ADT on an international scale. Together we now operate the Jacobs’ global initiative across multiple lines of business, including over 40,000 drivers worldwide. ADT combine tailored services with outstanding customer service to create an effortless operation with proven results within Driver Safety Management industry.”

Paul Hendry, Vice President HSE, BIAF Global