



Company business needs:

- Reduce risk and increase driver safety
- Reduce collision costs related to its sales fleet

Solution:

- PHH Collision Prevention, which:
 - Predicts at-risk drivers
 - Targets training more effectively
 - Prevents accidents

Business benefits:

- Creates a culture of safety throughout the employee population
- Reduces corporate risk by dramatically cutting the number and severity of fleet accidents
- Helps the bottom line by lowering costs associated with accidents.

Creating a culture of safety

“PHH Collision Prevention has been extremely effective in creating a ‘culture of concern’ within our organization. Through this program we have communicated to our drivers the Corporation’s concern and commitment to their safety on the road. Our fleet drivers are more aware of recognizing the potential dangers of the road, as well as recognizing their individual driving habits. As a result, our accident rate has decreased significantly. We’re very pleased with the results we’ve achieved so far.”

Fleet manager, mid-size pharmaceutical company

Challenge

A mid-sized US pharmaceutical company has a sales fleet of young drivers – drivers with less experience behind the wheel and a gung-ho attitude about getting to their next sales call. These demographics are very similar to just about every pharmaceutical sales force in the country – and the industry generally has a higher accident rate than companies in other industries.

In fact, the mid-size pharmaceutical fleet in this case study was struggling with a very high accident/incident rate of over 50%. Over the years they had tried various methods of increasing driver safety, with only incremental success. They wanted to find a solution that would yield more impressive results.

Solution

PHH proposed a more holistic approach to achieve a greater success rate. The company chose to beta-test PHH’s new program, PHH Collision Prevention. The PHH Collision Prevention program was developed in partnership with Interactive Driving Systems (IDS), a global company with more than 600,000 drivers world-wide using their programs. PHH is the US fleet distributor for IDS’ program – and enhances the program with its own extensive collision management data, consultative expertise, and implementation assistance.

The program’s key components include:

Readiness: Organizational and driver commitment; policy testing; management communications.

Assessment: Independently validated, proactive risk assessment tools; integrated Driver Index which also includes PHH Motor Vehicle Records and Vehicle Accident Services data to assign risk rating to individual drivers.

Success Stories from PHH

Training and on-going improvement: Individual training targeted to specific drivers, and training targeted based on division or location specific data. Training is heavily focused on attitude, behavior, and mastery of defensive driving.

Measurement: Metrics to measure program results and ROI; reporting and documented audit trail for risk protection.

The success

The company began its implementation of PHH Collision Prevention in August with culture development activities that included a safe driving pledge, a communication from the company's president about the importance of driving safely, and an online driver policy test focused on health and safety, job safety and driving safety.

The company then used PHH's validated assessment tools to identify driver attitudes and behaviors, knowledge of defensive driving best practices, and ability to recognize hazards. This stage enabled the company to identify the highest risk drivers in its fleet.

Drivers began targeted training in January, working on defensive driving skills.

Throughout the process, the organization's leaders did their part to proactively create a culture of driver safety. Sales managers addressed driver safety and the company's progress toward its goal at every sales meeting. Managers met one-on-one with drivers identified as high risk and set expectations and targets for the future.

After only eight months, the results were impressive:

- 44% reduction year-over-year of the company's accidents/incidents
- Reduction of accident/incident rate in both severity and frequency.
- 40% reduction of accident/incident rate per million miles to a rate that is well below the pharmaceutical industry benchmark.
- Reduction of overall downtime, rental expense and average repair cost.

This company also won an international safety commendation for its efforts and program results. It is now rolling out the second year of the program focused on sustaining the improvements and further enhancing its culture of driver safety.

For more information on PHH Collision Prevention, contact your PHH Account Team, call 800 ONLY PHH or visit www.phharval.com.