

MEDIDAS



CASE STUDY

North American organization projects \$5M+ in potential annual cost savings by using Medidas technologies to create driver awareness and positive behavior change in its last mile delivery service.

1 BACKGROUND

This 6,000+ driver organization delivers parts to its customers daily using light-duty vehicles. Leadership was introduced to the concept of a low-cost, easy-to-implement driver behavior solution that could help drivers align with, understand, and eventually surpass driving behavior expectations. It was proposed that creating better driving behavior would lead to decreases in risk events and fuel costs in the short term and maintenance and insurance costs in the long term.

2 METHODOLOGY

Drivers were studied without seeing their score for a period of 90 days to determine a baseline for risk events and overall driver scoring. The drivers were then exposed to the scoring, could see the areas they needed to improve and were shown their rank within the company with regards to scoring. Risk events and fuel costs were measured based on distance traveled during the 90-day baseline period and for an ensuing period on the same basis.

3 RESULTS

The program demonstrated that implementing an engaging driver behavior scoring technology can deliver increased financial returns and employee engagement, while decreasing driver risk events and fuel costs. Using the driver event reduction statistics from the study, there is great confidence that both maintenance and insurance premium costs will decrease significantly over time as well (projections shown on the next page).



CASE STUDY

4 HIGHLIGHTS

LARGE SAMPLE SIZE

2.3 million kilometers analyzed
105,000 drives recorded
75,000 hours of driving

IMPRESSIVE DRIVER RISK EVENT DECREASES

27% decrease on **overall** events/1000 km
13% decrease on **speeding** events
34% decrease on **acceleration** events
35% decrease on **braking** events
34% decrease on **cornering** events

SIGNIFICANT FUEL SAVINGS

5% improvement on **Eco Scoring**
At an average fuel price of \$1.28/liter
expected **savings of \$853/vehicle/year**

EXPECTED ADDITIONAL SAVINGS *per vehicle per year*

\$639 → Reduced collisions from improved driving
\$257 → Decreased maintenance costs
\$162 → Decreased insurance premiums

5 SUMMARY

Based on the positive results of the trial, the company has begun a roll-out across all divisions. With anticipated increases in driver engagement and scores, the organization has projected an annual **savings of \$5.7 million**. This represents a return on investment of 15X.

Find out how you can utilize our low-cost, low administration solution and engage your employees to drive better by reaching out today!