Identifying high-risk fleet drivers and reducing safety claims

Learn how Axis Group used analytics to help USIC improve driver safety and reduce accident claim costs by nearly 30%—amounting to millions of dollars—in one year.

AXIS
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CHALLENGE

How can we use analytics to identify the highest-risk drivers, improve their safety, and reduce accident claims?

USIC - the "call before you dig" people - sends technicians to the field to prevent damage to underground utilities. With thousands of technicians driving to conduct more than 70 million "locates" annually, it is inevitable that some drivers operate less safely than they should.

With more than 200 million miles driven annually, USIC struggled to identify which drivers posed the greatest risk, and how to use that data to improve safety and reduce accident claims against the company. USIC spent hours wading through spreadsheets and doing ad hoc analysis, a slow process with spotty results.

When USIC wanted a better way, they called Axis Group.

APPROACH

Axis developed a driver safety scoring algorithm using USIC's rich telematics data.

By combining several data points that are automatically collected for every trip, USIC now creates a weighted safety score for every driver. Points are assigned for safety alerts, speeding, deceleration and acceleration events, and past accidents.

The new algorithm had immediate results on awareness, safety, and claims. Studies have shown that 95% of US drivers believe they are excellent behind the wheel. Once USIC started sending personalized safety reports to drivers every week, safety scores improved significantly. Drivers who thought they were driving safely became more aware once they saw their driver scorecard for the week.

Ultimately, the new approach helped reduce claims frequency by 5% and severity by 28%, even as the number of drivers and miles increased.

PERSONA 1

VP, Environment, Health and Safety

Business Goals:
1. Monitor and improve safety practices
2. Reduce money spent on safety claims
3. Identify and reduce risky behavior

PERSONA 2

Fleet Supervisor

Business Goals:
1. Oversee day-to-day driver activities
2. Ensure group meets monthly targets
3. Identify and reduce safety issues

SOLUTION

An interactive, custom dashboard that presents 1) managers with driver safety scores and 2) drivers with weekly personalized safety reports.
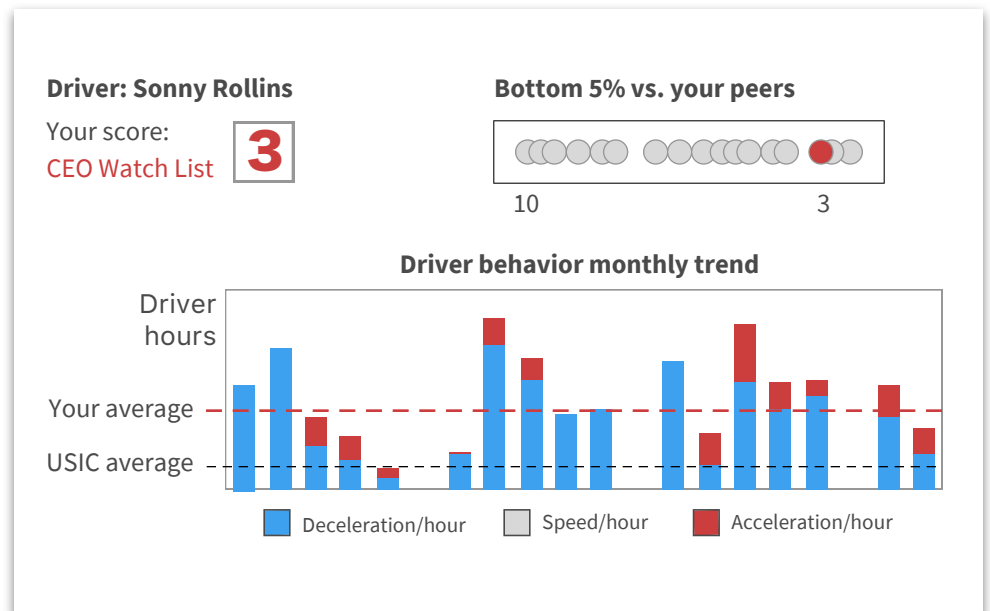
Driver Safety Control Center

The Driver Safety Control Center provides managers a single place to see near-real-time safety trends and identify drivers who are operating unsafely. Managers can see safety reports for both individuals as well as across fleet regions, which enables them to take immediate action on unsafe behavior.
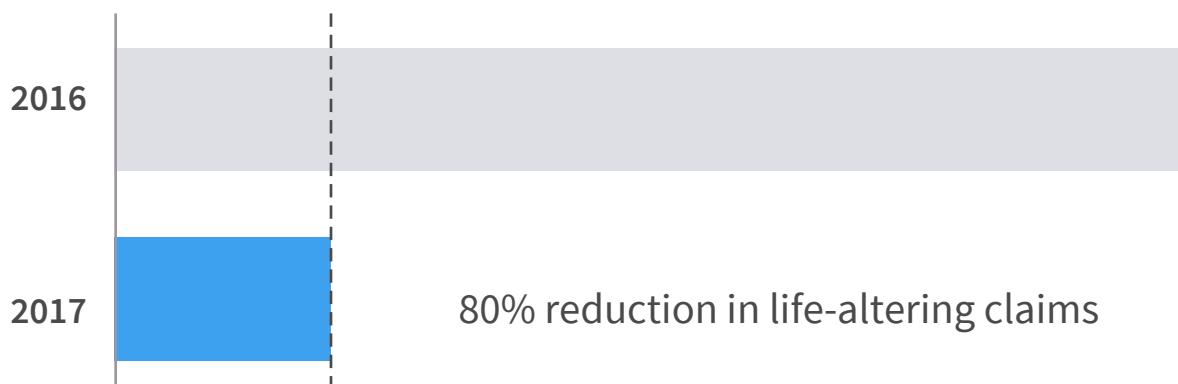
Personal Driving Report

Each week, USIC emails every driver a personalized scorecard outlining how safely they've driven during the last month.

The scorecard makes it easy for drivers to compare their overall safety both with other drivers as well as in specific categories.

Driver: Sonny Rollins

Your score:
CEO Watch List **3**

Bottom 5% vs. your peers

10   3

Driver behavior monthly trend

Driver hours

Your average

USIC average

Deceleration/hour   Speed/hour   Acceleration/hour

Real safety improvements lead to real savings—and saving lives!

Over the course of just one year, USIC identified and intervened with more than 500 drivers, a nearly 100% improvement. And most importantly, USIC reduced severe life altering claims—regardless of who was liable—by 80%.

2016

2017   80% reduction in life-altering claims

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Axis Group's approach to improve driving behavior was a full 2 years ahead of its time. The cutting-edge algorithm we produced is literally a life saver, because USIC operations management can now predict high-risk drivers well before an accident might occur.

Axis Group has the know-how and the creativity to produce innovative data models. And it was only because they fully immersed its team into USIC daily operations that such an incredible algorithm could be published.

If you are thinking about using big data in a predictive, targeted, actionable manner in your business, then Axis Group should be your first and only call.

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— Tom Karnowski, Vice President, Environment Health and Safety, USIC

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