

MARSH RISK CONSULTING

DRIVER RISK MANAGEMENT ADVANCED TECHNOLOGY SOLUTION



With increasing numbers of vehicles of all sizes competing for road space and liability/insurance costs escalating, fleet safety has never been more important. Reviewing, understanding, and acting on fleet safety management is crucial to delivering products and services in a timely and safe manner. Additionally, driver behavior can directly impact your fleet's operating costs, reputation, and performance. For businesses built on transportation, Marsh Risk Consulting (MRC), in collaboration with DriveCam Inc., provides innovative solutions that can help improve your bottom line by dramatically reducing the costs associated with unsafe driving.

SERVICE HIGHLIGHTS

MRC's fleet safety consultants globally have a solid background in the transportation industry. They are experienced in administering safety management assessments, promoting driver intervention programs, and implementing fleet safety management controls. Our consultants can help you engineer enhancements to your current program and set goals to improve your overall fleet safety, which will help you achieve your business objectives.

MRC works with DriveCam to provide world-class driver risk management solutions. DriveCam is a global driver risk management organization that assists organizations with reducing claims costs

and helps to save lives by improving the way people drive. By combining sight and sound, expert analysis, and driver coaching, DriveCam has reduced vehicle damages, workers' compensation, and personal injury costs by 50 percent in more than 500 commercial and government fleets.

Together MRC and DriveCam aid organizations with proactively managing driver behaviors and reducing their total cost of risk.

DRIVER RISK MANAGEMENT PROGRAM

The DriveCam solution enables continuous driver monitoring and exception-based video capture to identify

Who it's for

- Any organization with a fleet of vehicles (passenger cars to large commercial motor vehicles)
- Companies wanting to change critical factors that influence fleet safety
- Proactive fleets interested in further managing driver behaviors through the introduction of advanced in-vehicle technologies

What you get

- A process which monitors in-vehicle driver behaviors
- Reduced collision frequency and severity, which can help to proactively reduce liability, property damage, and workers' compensation costs
- Objective evidence in the event of a collision to quickly assess your exposure, if any, and efficiently manage the risk
- MRC's fleet safety risk management expertise combined with the sophisticated driver monitoring technologies of DriveCam

patterns of risky driving behavior. This comprehensive program identifies, prioritizes, and corrects the causes of poor driving before they lead to a collision. A “programmatically approach” helps organizations transform their safety culture and ensure bottom-line results: preventing collisions and fraudulent claims and saving lives.

The DriveCam Video Event Recorder (VER), placed in plain sight on a vehicle’s windshield, captures video of risky driving events, such as abrupt start/stops, sudden turns, accelerations/decelerations, and collisions.

The video is uploaded, via cell, to DriveCam’s Risk Analysis Center where trained DriveCam professionals analyze the events for fleet management to use in coaching drivers and improving driver safety. Using this analysis, MRC and DriveCam then develop effective countermeasures to eliminate the identified risks. This includes safety management training and implementation of safety campaigns based upon identified trends in behaviors.

DriveCam is not “big brother.” It records in a continuous loop and is constantly overwriting the recording; it is an exception-based recorder that only saves the critical 12 seconds when something unusual or concerning happens with the vehicle.

MRC/DRIVECAM/CLIENT COLLABORATION

MRC collaborates with clients seeking to improve their fleet safety risk management, incorporating DriveCam as it fits into their overall strategy. First, we can help you prepare for DriveCam implementation by discussing which plan to select for the rollout—a pilot program versus a full implementation program—and which driver groups to target. We can assist you with educating your management and drivers on the purpose and benefits of the DriveCam program.

Once your DriveCam program is in place, MRC can perform an analysis of your group data to identify trends in driver behaviors. From these trends, we can assist you with developing strategies to eliminate systems/operational issues that are promoting certain driver behaviors as well as developing countermeasures (new safety practices/training modules) to address specific behavior trends.



MRC will additionally work with DriveCam to develop driver coaching pages for specific driving behaviors.

Finally, MRC can assist you with incorporating DriveCam feedback into an overall driver performance scorecard. We can measure the proper use and success of the program towards the driver risk management segment of your overall fleet safety management plan.

WHY CONSIDER MRC AND DRIVECAM NOW?

There is considerable risk in your fleet and MRC, together with DriveCam, can help you to curtail or reduce your total cost of risk.

Fleet organizations face market challenges such as driver turnover, increased expectations from shippers/carriers, and rapid growth or new acquisitions as well as constantly evolving regulatory changes, whether CSA or distracted driving laws, for example.

The DriveCam program, in conjunction with MRC’s experienced fleet safety consultants, can assist you in improving driver performance and safety, ensuring compliance with existing company policies and government regulations, and realizing risk management cost savings.

For more information on this or any other Marsh Risk Consulting services, please visit our website marsh.com, call us at 1.866.9At-Risk (1.866.928.7475), or contact your local Marsh representative.

Marsh is one of the Marsh & McLennan Companies, together with Guy Carpenter, Mercer, and Oliver Wyman.

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