



Results+

A Tragedy is the Impetus for Improved Driver Safety

A leading designer, manufacturer, and distributor of casino games, with a mission focused on delivering joy through innovative play, faced a significant challenge. The company's slot technicians, using a fleet of vans and trucks to service machines, relied on a third-party telematics provider to monitor driving behaviors and ensure adherence to safety protocols at client casino sites. However, a severe accident revealed that telematics alone did not provide a complete picture of driver safety. This incident led to a company-wide dedication to improving safety at all levels, from executive management to fleet and driver managers.

Strategy: Enhancing Driver Safety and Engagement

In response to the accident, the company collaborated with Wheels to enhance safety measures by integrating a dash camera solution targeting distracted driving. They initiated a trial with 20 dash cameras in September 2022, installing both front-facing and driver-facing cameras. Initially, in-cab messages were not activated to establish baseline data for two weeks. Following this, in-cab messages were activated for

three weeks, leading to significant improvements in driving behaviors. To further incentivize safe driving, the company linked a visually enhanced risk assessment score, which evaluates driving safety, to the quarterly bonus metrics for drivers, managers, and directors. This approach aimed to improve driver performance and encourage higher management levels to prioritize team safety.

Results: Significant Improvement in Driver Behavior

The trial demonstrated substantial improvements: distractions decreased by 76%, tailgating by 25%, and high-severity distractions were eliminated. The most underperforming driver improved their safety score by 76%, with 8 out of 10 drivers enhancing their scores overall. Encouraged by these results, the company expanded the use of these dash cameras, now covering 90% of their fleet. They are also considering implementing similar camera solutions for their fleet in Australia, continuing their commitment to enhancing fleet safety.

PROJECT SERVICES: Driver Safety

FLEET SIZE: 330

VEHICLE TYPE: Vans; Medium-Duty Trucks

INDUSTRY: Gaming and Hospitality

Savings/Improvements:

76%

decrease in
distractions

80%

of drivers showed
improvement in safety scores