



Results+

Reduction of Speeding by 76% Risk with Real-Time Speeding Alerts

Managing Driver Behavior with a Targeted Approach

With a mission to help advertisers connect with their audiences through impactful outdoor advertising solutions, this company operates a diverse fleet of vehicles to meet their operational needs. Despite having telematics in place, the company has struggled to effectively manage driver behavior, particularly speeding.

With more than 2,300 incidents of drivers exceeding the speed limit by over 21 mph each month, the organization recognized an opportunity to leverage their existing telematics system to enhance driver accountability and reduce risky behaviors. Their goal was to implement a more proactive and targeted approach to risk mitigation across their fleet with Wheels' assistance.

Real-Time Speeding Alerts Encourages Accountability

The client decided to take a more aggressive approach to managing driver behavior. Wheels supported their transition from monthly scorecards to real-time hourly notifications for market leaders. These notifications specifically flagged drivers who were exceeding the

speed limit by over 21 mph, allowing leaders to immediately address the issue with their drivers. This shift from passive monitoring to active engagement helped create a greater sense of accountability among drivers, and also emphasized communication with drivers, ensuring they were aware that their driving behaviors were being closely monitored and acted upon.

Significant Reductions in Speeding Incidents and a Strengthened Safety Culture

The results of this initiative have been outstanding. Since the implementation of real-time speeding alerts in August 2023, the client has achieved a 76% reduction in speeding event – far surpassing their original goal of a 20% reduction by the end of the year. This turnaround has not only improved driver safety but has also contributed to a stronger safety culture across the organization. As a result, they have become a vocal advocate for the program, praising Wheels' proactive approach to risk mitigation and giving a perfect 10 on the NPS survey. The company is now exploring additional ways to leverage telematics for other safety improvements, such as seatbelt use and harsh braking metrics.

PROJECT SERVICES: Risk Mitigation

FLEET SIZE: 571

VEHICLE TYPE: LD, MD, HD Trucks, SUVs and Vans

INDUSTRY: Commercial Advertising

Savings/Improvements:

76%

reduction in speeding incidents

Stronger

overall safety culture