

CASE STUDY: LOOMIS US

SMARTDRIVE, AND THE QUEST FOR THE PERFECT DAY AT LOOMIS

No crashes, no injuries, no losses

When a loaded armored vehicle weighing upwards of 50,000 pounds pulls into traffic, there are some risks involved. And when you consider Loomis has 3,000 such vehicles crisscrossing roadways across America, well, there is significant need to seek the very best in safety technology. An international leader in the cash handling services industry, Loomis's history pre-dates the automobile.



Their history of a strong safety culture is also impressive: it embraces the concept of a "Perfect Day," one in which drivers avoid accidents, keep assets secure and go home safely every day. Loomis tracks and measures this corporate goal, constantly seeking to increase the number of days free from collisions or injuries.

Despite a strong safety culture, collisions were rising

To counteract this, Loomis engaged SmartDrive Safety for a pilot program (which has since been rolled out fleetwide). They felt SmartDrive excelled in providing easy-to-review, actionable data, yielding better insight into driving behavior.

"SmartDrive gives us the opportunity to correct unsafe behaviors, because they let us see incidents as they occur. By changing those driving behaviors through coaching and other programs, we can reduce the impact of the most significant incidents and keep our drivers and the general public safer," said Randy Sheltra, Vice President of Safety.

SmartDrive Safety captures comprehensive in-vehicle data on triggered events, then reviews and scores operational and safety performance. Smartdrive simplifies and breaks down results into actionable management reports and simple coaching tools, personalized for each driver.

Now they begin each weekday by reviewing the SmartDrive Response Center and its easily accessible data. Such access to driver performance information is key to achieving more Perfect Days, but also to sustaining that achievement through better driving behaviors.

The first win: immediate impact on seatbelt use

Although Loomis had zero tolerance for seatbelt non-usage, SmartDrive led to a revelation for Sheltra's safety team. "When we started using SmartDrive, what we immediately saw was significant seatbelt non-usage. After six months, we'd reduced that behavior by 68%," said Sheltra.

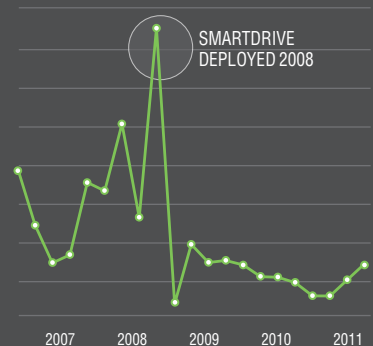


Loomis US driving improvements with SmartDrive:

55% reduction in collision frequency

70% decrease in collision costs

LOOMIS COLLISION



The Loomis team started a seatbelt usage program, including a DVD with video clips of actual incidents, including vehicle rollovers. Imagine the impact of a video showing fellow team members hanging upside down by their seatbelts, unhurt. It is a very powerful teaching tool indeed. "If we can change that (seatbelt nonuse) behavior, which truly is a challenging one, we believe we can change any behavior," Sheltra added.

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"We needed a safety partner with the right technology to ensure that the driving behaviors we're instilling in our employees are being applied on the street,"

Randy Sheltra,
Loomis VP of Safety

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A big impact on business, too: 70% drop in collision costs

All in all, Loomis found that the ability to exonerate drivers, coupled with a more precise way to coach and improve driving behaviors, is smart business indeed.

They realized significant decreases in risky driving behaviors since implementing SmartDrive Safety, including a 65% decrease in distracted driving, and a 68% reduction in speeding. Major improvement in those and other driver behaviors helped Loomis see a significant drop in collision frequency, which translated to a dramatic decrease in collision costs.

Results as compelling as the videos themselves

In the four years since Loomis implemented SmartDrive, they have been able to sustain reductions in key areas:

- 55% reduction in collision frequency (actuarially validated by Aon Insurance)
- 70% decrease in collision costs
- 2.4 CSA Score (Compliance, Safety, Accountability) aided by improved driving

Much like a baseball pitcher throwing a perfect game—no hits, no runs, no errors—SmartDrive has helped Loomis increase their Perfect Days. They are seeing more and more days with no collision, no injuries, no losses. It's why we like to say our "game films" provide the visibility and insight into driver behaviors you need to really change the game in your favor.

About SmartDrive

SmartDrive solutions make it easy for fleet managers to improve driver safety and reduce fuel and other operating costs. Customers appreciate how SmartDrive becomes a partner in safety that captures easy-to-review in-vehicle video data, then reviews and scores driver performance quickly for effective driver coaching.

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"WELL, IT STARTED OUT AS A NORMAL DAY FOR US..."

We were at a stop light on a highway feeder road. When the light turned green, I proceeded into the intersection. Another truck also entered from the side, and swerved to miss us and he hit the light pole. He then backed up and hit our fender causing damage.

I knew he had run the stoplight. But with the SmartDrive camera, there was no doubt. Within two days, video had been reviewed and I was exonerated."

Robert Peña,
Loomis Driver/Guard

