

CASE STUDY: WEST HORSLEY DAIRY

WEST HORSLEY DAIRY TIES SMARTDRIVE TO SAFETY INCENTIVE PROGRAM, REDUCES CLAIMS BY 66%

West Horsley Dairy

Situation

The family-owned West Horsley Dairy has been distributing milk and dairy products for over 17 years. Key to the growth and success has been a commitment to employee training and retention. Keeping their employees safe and servicing customers are their highest priorities.

In 2007, West Horsley recognized that an increase in collision frequency was causing their claims and insurance premiums to increase. West Horsley began to investigate options to get their driver performance and insurance costs back on track and under control.

Solution

In 2007, West Horsley installed SmartDrive across their entire fleet and began to realize immediate results. While management was pleased with the results, they knew that in order to realize long-term success, they would need to share the benefits of adopting the program with their drivers.

“We tied SmartDrive to an incentive scheme whereby helping us reduce collisions would also help them. A bonus was paid quarterly to any driver that had an accident free period, where it could be shown that they were not to blame,” said Roger Heels, General Manager.

“The drivers are aware of the camera going off in the cabs. The lights actually go on, so that they can see when it is recording and that helps to remind them that aggressive driving and braking are all going to be



recorded and because of this, we believe they have started slowing down.”

West Horsley has experienced continued benefits of the SmartDrive managed service and online reports. “We are pleased that SmartDrive continues to update the software, making it even more user friendly, which has been great.”

Results

- Significant claims reduction of 66% during the same quarter last year
- Measured improvement in driver performance factors
- Successful safety incentive program keeps the drivers engaged and aware

“Since fitting our vehicles with SmartDrive, our accidents and claims have been reduced significantly. If we can continue to manage our collision frequency, our insurance company will take steps to reduce our premiums,” Heels adds.