

## Case Study



### Business challenge:

To reduce accident rates, reduce fuel consumption, and change driver behavior.

### Following pilot:

Reducing the amount of safety events not only increased the safety of UPS drivers, but also reduced significantly the Fleet operating costs associated.

## TRAFFILOG HELPS UPS REDUCE SAFETY EVENTS BY 89.2%

UPS (Unites Parcel Services) is one of the world's largest providers of Global Freight Services. UPS was looking for an effective program to reduce accident rates, reduce fuel consumption, and change driver behavior.

Over a four months pilot period, Traffilog worked with UPS to install in-vehicle units and collect data in order to identify the highest risk drivers.

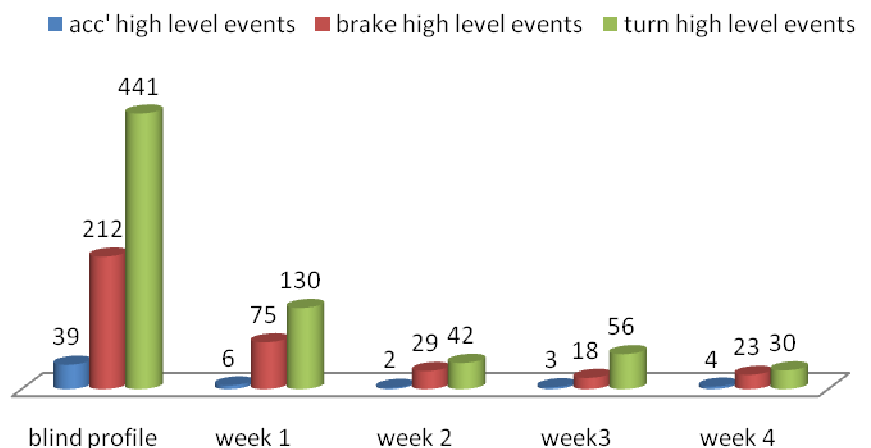
The extensive trial entailed 3 main stages:

- **Blind Profiling:** drivers are not informed of the installed in-vehicle unit
- **Pilot revealed:** A short explanation of the system and its capabilities was given to the drivers
- **Active Pilot:** providing individual feedback to aggressive drivers based on the results gathered by the Traffilog system.

### Pilot's results:

By the completion of the 4 week driver training period the total number of events had been reduced by **89.2%**, from 2094 to only 226 events per week.

### Reduction of high-level safety events



For more information:

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