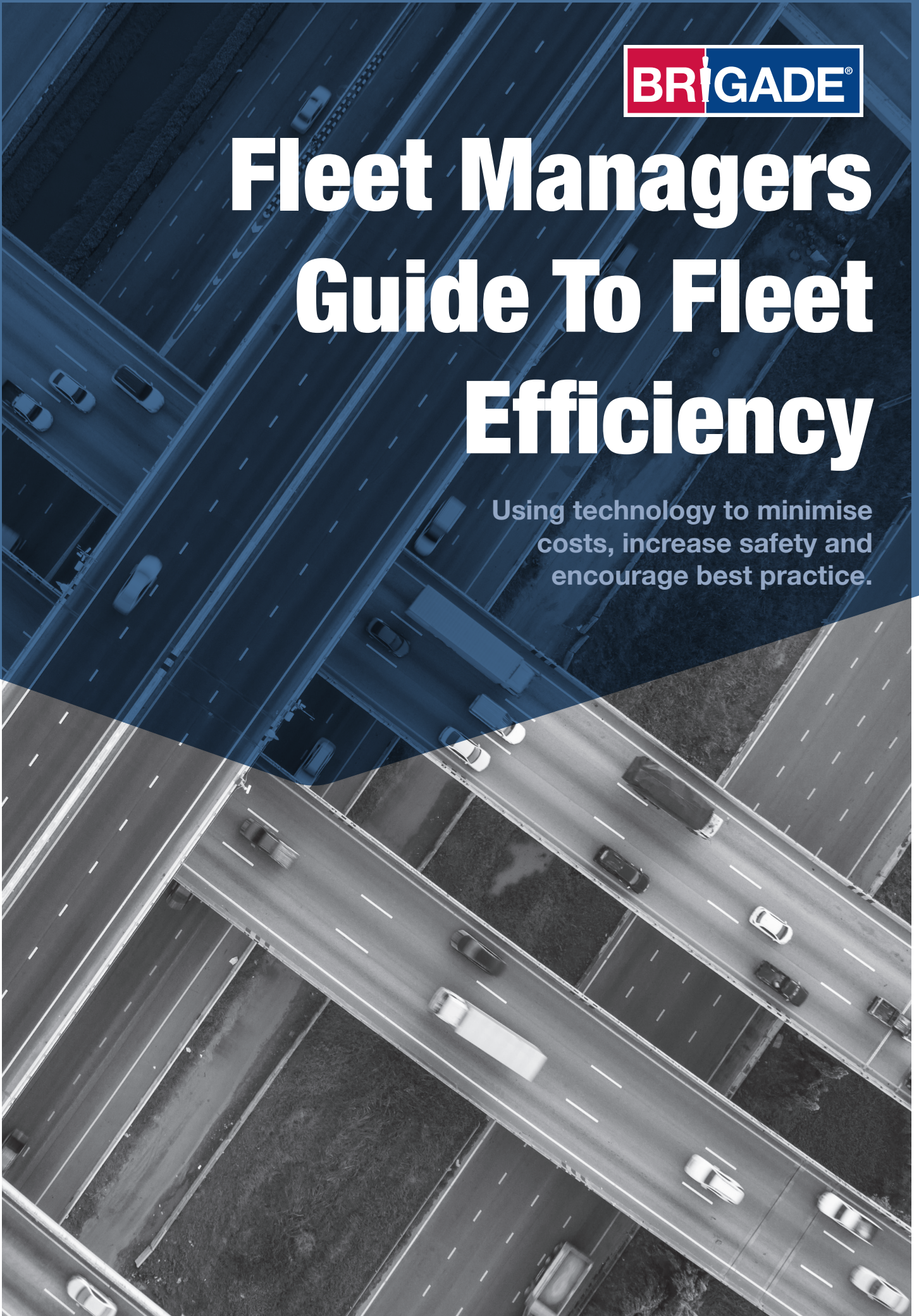




Fleet Managers Guide To Fleet Efficiency

Using technology to minimise costs, increase safety and encourage best practice.





Introduction

Logistics and distribution are huge markets, worth nearly £50 billion pounds to the UK alone. The markets sheer size is a consequence of modern living and demand for products, which would not arrive without the haulage vehicles putting in the miles across the country.

The role of a Fleet Manager is central to this operation and to any business that sells or distributes products and to hauliers operating on their behalf. Nevertheless, the entire fleets operation will have influence far wider than just the transport of goods from 'A' to 'B' and makes all the difference in determining whether a business can meet lofty revenue targets and keep customers satisfied.

Challenges a Fleet Manager face include managing the finances of the fleet, from purchasing vehicles to everyday fuel costs, tracking vehicles to ensure customers are receiving product in good time, and managing vehicles in the event of an accident or false insurance claim. Of course, the role of the Fleet Manager surpasses these challenges, yet many businesses are still burdened by the drain on resources that each issue can cause if not managed with extreme efficiency. Simply put, external influences that are outside of the control of the Fleet Manager can

waste time, money and lead to poor experiences for customers, all of which can become detrimental to the business.

Fortunately, there are steps businesses can take to mitigate costs and increase overall efficiency, taking back control when the external influences strike. Technology can now be leveraged to provide a vast range of data that can aid in improving driving best practice, reduce costs and save lives.

This guide aims to present the array of vehicle solutions that will support a Fleet Manager in saving the budget, preventing accidents and helping to ensure better efficiency across a fleet.

The end goal is significant cost savings from improved driver behaviour, lower accident frequency, shrinking insurance claim costs and the reduced premiums that follow.

Challenges a Fleet Manager will face...

Driver Behaviour

There has been a 49% increase in drivers not wearing a seatbelt, a 43% increase in drivers using a handheld device and a 36% increase in smoking while driving between April 27 to May 31.

Not only do these behaviours breach the law but they significantly heighten the risk of an accident occurring. It goes without saying that these behaviours can lead to costs against the Fleet Manager.

Customer Service & Experience

Shipping damaged products and dealing with the fall out of the returns process is another issue that impacts the Fleet Manager. Bespoke items or high value goods can cause significant costs to businesses but also directly impact customers experience. It is estimated returns cost UK retailers £60 billion a year.

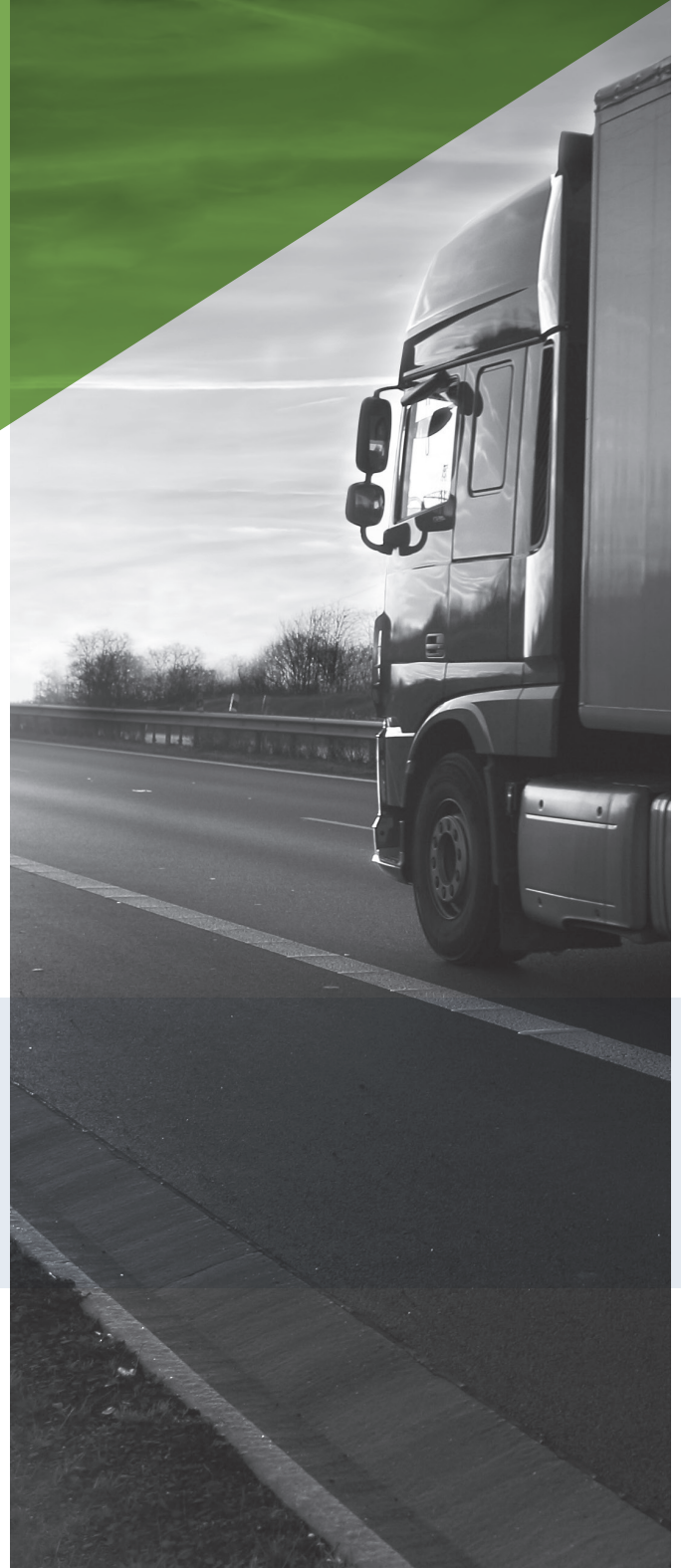
Rising Insurance Premiums

Fleets that are not minimising risk are likely to see insurance premiums stay the same or increase year on year. Insurers are likely to look favourably on clients who ensure vehicles are regularly and properly maintained. They will also look for evidence that firms have implemented adequate security measures, protecting their vehicles against theft and vandalism. Fleets with robust driver training and development programmes in place may also be rewarded with lower fleet insurance premiums. Fleets should also consider investing in camera monitoring systems, which can help to disprove fraudulent claims in the event of road accidents.

'Crash for Cash'

It was reported by The Association of British Insurers (ABI) that in 2018, fraudulent insurance claims cost the UK economy £1.3bn.

The same year saw a 27% rise in fraudulent claims across Britain where fleets of all sizes have been impacted. Not only do these claims cause significant administration work for Fleet Managers, taking them away from their main responsibilities, but the resulting costs associated with the fall out of any claim often affects companies bottom line.





Camera Solutions and Recording Devices

'Crash For Cash'

In most cases, claims can be resolved quickly by capturing evidence. Fitting cameras and recording devices to your fleet ensure all events are captured and can be instantly used in the event of a fraudulent claim. Camera systems act as an "independent witness" providing evidence to allow:

- Disputed or split-liability claims to be resolved quickly and correctly – ensuring each party is only liable for their proportion of the costs.
- Proof of "staged" accident scenarios – proving innocence. Without an independent witness, the victim may incur claim costs, future increased renewals and - potentially - criminal charges.
- Improved driver awareness and performance – if used by the fleet manager to monitor their driver's habits and driving style.

Customer Service

Extending beyond Fleet Transport teams are packing and logistics teams. If a vehicle is not packed correctly, products are at risk from being delivered faulty and broken. This issue stems from an accountability not being placed on those working to deliver products safely. Here, camera monitoring systems and mobile digital recorders can help businesses instil better practices among their work force to reduce return rates and keep customers happy.

Driver Behaviour

Monitoring footage captured by internal cameras can help in deterring drivers from smoking and using hand held devices while at the wheel. Although this can be seen as invasive, many drivers often prefer camera systems as they protect them from false claims in the event of an incident.

Supporting training programmes with footage will also help in reducing fuel costs and wear and tear on each vehicles.

The following issues can be resolved through effective training and monitoring:

- Speeding
- Sharp cornering
- Engine idling
- Heavy acceleration / Over-revving
- Harsh braking



Camera systems can go much further in supporting Fleet Managers when coupled with a 4G Cloud Service.



Implementing a 4G Cloud Service to track and manage your fleet will ensure you can monitor driver behaviour, support drivers with delivery issues and download footage without having to physically go to the vehicle.



What are 4G Cloud Fleet Management Services?

Fleet Management services allow Fleet Managers to remotely access their vehicle data at any time. Typically, a fleet will be fitted with hard drives to record footage for use in the event of an incident. Now Brigade hard drives can stream this data via 4G and/or wi-fi in a similar fashion to how mobile phones operate. Fleet Managers can then act instantly on any footage or data, whenever they need to. Immediately responding to incidents on the road or to incidents at customers address will significantly cut down on costs and resources.

BRIDGE by Brigade features:

- Playback from MDR or server of historical footage and metadata.
Metadata includes: GPS location, speed, G-force, events and alarms.
- Vehicle tracking – Dual-screen support with dedicated location map
- Live view of vehicle cameras and metadata
Up to 64 cameras can be viewed from multiple MDRs on one screen
- Download footage:
 1. Scheduled: one-off download to the server that will commence once vehicle is online
 2. Automatic: Pre-alarm and post-alarm footage (e.g 30 seconds) will automatically save to the server.
 3. Manual: Download historical footage from the MDR to local storage.
- Geo-fencing: Easily set up geographical boundaries to know when your vehicle enters and/or leaves areas.
Up to 12 geo-fences areas can be set per MDR
- Email notifications of triggered alarms: Alarms include:
Geo-fencing, Overspeed, G-Force, HDD error and Video loss

Real World Scenarios...

Wren Kitchens

Wren Kitchens Fleet Management team are an excellent example of how implementing safety solutions can negate the above issues.

Camera Monitoring Systems coupled with Brigade's BRIDGE 4G Cloud Service meant Wren's products could be monitored throughout a driver's journey. After certain events, such as an accident or sudden braking, a notification is sent to the Transport Manager who can immediately review the footage captured from the seven cameras mounted inside and outside the vehicle. Not only does this provide irrefutable evidence in the case of an accident but will also show how and why a product was damaged. This data is then used for improving packing, driver training, product handling and driver protection.

"We are extremely satisfied with the work Brigade have done for us. The BRIDGE system is easy to use and the fact it's an instant live feed means we don't even have to access the vehicle to review any footage. If a customer has a problem at delivery, we can review the footage and solve any issues pretty much instantly. A great system, I'd highly recommended fitting Brigade."

Lee Halls, Transport Manager, Wren Kitchens.



Wren estimates the return on the cameras to be five times the investment over a five-year vehicle lifecycle.

Real World Scenarios...

Coca-Cola European Partners (CCEP)

Coca-Cola European Partners also invested in Brigade's camera monitor systems and are looking to install Mobile Digital Recording systems.

"A next project could be, for example, the MDR – Mobile Digital Recorder. This recorder records images from the 4 cameras and these are stored on a hard disk. If during loading and unloading, for example, a driver is accused of doing something wrong, the recorded images can show whether this was the case or not. In addition, it constitutes irrefutable evidence in the event of an accident or damage. We often receive unjustified damage claims. It is reassuring to be able to check exactly what caused an accident and whether or not the driver was to blame."

"Our goal is to record incidents around a vehicle. These images can then serve as protection against certain calamities. So we still have a nice challenge ahead of us!"

"The cooperation with Brigade was very pleasant. Two very experienced technicians were used to install the systems and they know our vehicles and our sites through and through. As far as I'm concerned, they will continue to fit out our vehicles."





Technology upgrades – are they worth it?

Brigade Electronics delved deeper into the motivations of fleet managers when considering whether or not to invest in technological safety upgrades, specifically camera systems. 245 fleet experts were interviewed on a wide range of topics, and the results make fascinating reading.

Almost three quarters of respondents had purchased a vehicle camera and/or a vehicle CCTV system in recent years. Respondents recognised that technology could play an important role in improving road safety and reducing accidents by eliminating blind spots and other common hazards.

But what of the remaining 27% who had not purchased camera technology upgrades for their fleets? Of this group, 25% said they had not bought such technology because they considered it to be 'too expensive'.

Clearly every fleet manager must make tough decisions as they seek to justify spending and balance the books. However, further results from the Brigade survey do suggest that the short-term outlay for camera systems can reap worthwhile financial benefits in the long term.

Of the respondents who did buy safety technology, 47% said the objective was to reduce insurance costs.

Once installed, a third (33%) had seen a cut in insurance premiums as a result of installing a vehicle camera system and/or vehicle CCTV.

With premiums in general on the rise due to the long-term impact of the Ogden discount rate, this

represents a considerable benefit that pushes against the prevailing tide of spiralling insurance costs.

In short, vehicle camera systems help prevent accidents by giving the driver a clear view around the vehicle. Fewer accidents lead to fewer claims and, in turn, reduced insurance premiums. Fraudulent claims can also be prevented with the help of mobile digital recorders. These systems capture footage from vehicle-mounted CCTV to provide irrefutable evidence in cases of conflicting reports, crash for cash claims and vandalism.

Camera monitor systems enable HGV drivers and plant operators to manoeuvre and drive safely. In the Brigade survey;

41% of respondents said they have noticed a reduction in incident reporting following installation of camera systems, and 27% reported a reduction in personal injury claims.

Companies that do invest in such technology are quick to appreciate the benefits: in the survey, 49% of respondents said they buy regular additional upgrades, demonstrating an ongoing commitment to maintaining the highest standards of safety for their fleet.

But it's not just insurance premiums that are positively affected when HGV safety and security systems are installed. 80% of respondents also reported an improvement in driver behaviour, and 23% reported increased fuel economy, thanks to improved driver awareness and ability to manoeuvre safely in even the most challenging conditions.

Conclusion

It's clear that from our own research and research conducted by others that vehicle camera systems should always be considered in the drive towards safer fleets. Not only do safety solutions support drivers and keep roads safe but also support businesses in minimising costs and encouraging best practice.

Technology should be embraced as an opportunity for risk reduction, lower costs and, ultimately, enhanced safety for drivers and the road users around their vehicles.



About the Authors

Brigade Electronics are specialists in vehicle safety and provide solutions to suit all commercial vehicles.

We are proud of our reliable, trusted and quality products and hold no reserve in our mission to deliver zero lives lost in collisions with commercial vehicles and mobile machinery.

Our dedicated safety experts are here to support you and your business.

You're safer with us

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