

LifeSaver

Case study:

How One Fleet Greatly Reduced Distracted Driving Crashes



Customer:

Ivey Mechanical Company in the U.S.

Industry:

Commercial HVAC, plumbing and process piping systems.

Needs Expressed:

- Reduction in mobile-related distracted driving
- Route navigation, hands-free voice activation, etc
- Employee privacy

Benefits Realized:

- Change in distracted driving behaviours
- Reduction in liability and corporate risk
- Driver insights you can act on

Ivey Mechanical Company has approximately 1,000 management, office and field professionals with experience in all types of mechanical construction. As a full-service mechanical contracting firm, Ivey is organized around its construction, fabrication, and service groups with an annual volume of nearly \$200 million.

Customer Story

Ivey has historically emphasized the safety of its employees at the office, on the jobsite and in transit. With hundreds of fleet drivers in multiple states, Ivey has long been concerned with how to reduce mobile-related distracted driving.

Background

With 12 offices located across the Southeast, Ivey Mechanical Company is a nationally recognized mechanical contractor specializing in projects that demand the most exacting mechanical expertise. With these industry veterans, Ivey has successfully completed projects across the country.

Like many companies with employees constantly on the road, Ivey was caught between the competing interests of (1) the need to keep drivers connected via cell phone and (2) the larger need to keep them safe on the road.

Solution

LifeSaver changes distracted driving behavior through deterrence (the smartphone app discourages visual and manual interaction with the phone while driving) and driver accountability.

With very little training, LifeSaver allows us to decentralize the management of different groups in the company and focus by exception on the drivers with the biggest problem. Over time, we have seen a steady decrease in mobile distraction events, demonstrating the positive impact this solution is having on our driver safety" says Ivey's IT Manager, Donald Thurman.

"Around three years ago, we recognized an increase in annual accidents across our business units in multiple states. We believed a large number of these at-fault accidents were due to distracted driving"

-Luther Burrell, VP of Administration & IT

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Implementation

Deploying any new software to an organization with 12 offices and drivers in multiple states can be complex, time-consuming, and difficult to manage. But in this case, Ivey was pleasantly surprised to see the solution rolled out to the majority of its driver population (10 groups, 250 drivers) over a period of 30 days. Ivey's internal rollout team consisted of the program administrator (a combination of their IT Manager and Corporate Safety Director) plus the fleet business unit safety managers.

Results

By taking a proactive step with LifeSaver's fleet solution, Ivey has been able to make substantial progress in raising awareness with its drivers, resulting in a change in their distracted driving behavior. Burrell concludes, "Our analysis of the data shows a significant reduction in at-fault auto accidents since we implemented a fleet distracted driving solution. We attribute this reduction to a combination of training, awareness, and most importantly, the right technology."

Solution in Action

For Ivey Mechanical, combating distracted driving is an ongoing concern just like other driver safety issues such as reckless driving, speeding or drowsy driving. The National Safety Council estimates that cell phone distracted driving is causing over 25% of all collisions on our roadways. Having protected millions of miles of driving and counting, LifeSaver is an app-based, data-driven software solution that provides families, fleets and auto insurers with the tools they need to reduce mobile phone-related distracted driving.



"It was not hard to justify our need to invest in a distracted driving solution," said Luther Burrell, Vice President of Administration & IT. "We know the cost of doing nothing not only impacts our insurance costs, but also raises huge liability concerns for our drivers and our business."

