

GreenRoad Driver Behaviour

Coach Services Fuel Economy Up 11% and Claims Cut by 50% with GreenRoad



GREENROAD CUSTOMER

Coach Services

FLEET SIZE

400

NUMBER OF DRIVERS

400

SOLUTION

GreenRoad Full Suite

The Challenge

Bolton-based Forrest is a leading provider of essential refurbishment and responsive maintenance services to the social housing market in the North of England and is the top regeneration specialist for the region. Good customer service is paramount to their success and their Code of Conduct, created in full consultation with their customers, has been designed to ensure they deliver service excellence.

Looking to strengthen its active commitment to the environment, social housing regeneration specialist Forrest embarked upon a massive fleet update using carbon-efficient vehicles. The update will occur in phases until the company's entire fleet was carbon efficient. Forrest took the decision to update following an extensive review of its fleet that demonstrated that a switch to newer, more environmentally-friendly models would produce considerable cost and emission savings. The fleet review was part of Forrest's enrollment into the Energy Saving Trust's Plugged-in-Fleets initiative — one of only five companies outside of London invited to take part. In order to ensure that Forrest derived the most value from its investment, each new vehicle was to be equipped with a driver safety system.

The Solution

Before selecting GreenRoad, the company first ran a trial at Forrest's Leeds branch office. "We chose the Leeds office because it was a location where the entire team of 10 liaison officers worked out of a single location. They would all drive the same car every day and end up back at the office at the end of each day – perfect for evaluating performance on a regular basis," said Vicky Lee, quality and environmental manager at Forrest. Initially, some drivers in the trial even took it a bit too far. "Some drivers started driving too cautiously. Although they were achieving impressive zero scores, it was taking them too long to get around," recalled Lee. "We told them that we didn't want driving to interrupt their work but just to drive sensibly. Their scores only went up a point on average but they felt a lot more comfortable," said Lee.

"Forrest advocates sustainability, so it's important that we practice what we preach. The introduction of the new fleet with GreenRoad technology enables us to deliver greener operations."

Lee McCarren
chief executive officer
Forrest

The Result

After rolling out to a wider portion of the fleet claims have dropped from 70 annually to just 26. We expect future insurance premium costs to be lower taking these facts into consideration." In addition to improved driving standards, Lee states, "We have seen mpg increase by as much as 60%, although we will be pleased if we achieve 10% across the board in the long-term."

The overall score of drivers went from 40 (high risk) to 11 (low risk) in one week, which represents a 75% reduction in risky manoeuvres. Moreover, the team sustained its improved driving although the average crept up a couple of points during a bout of extreme ice and snow. "Introducing GreenRoad was straightforward, particularly because our drivers already had some familiarity with telematics and fuel economy," explained Lee. But even without this prior experience, they understood the technology helped them as well as the company. "It was easy to explain how GreenRoad is for the drivers' benefit to make them safer. For example, if a driver is not comfortable driving the larger vans because they are usually in small cars, then GreenRoad can provide them reassurance and support."