

## Fire and security business unlocks safety insights to reduce accidents by 80%

What do you do when more than 50,000 companies and institutions across North America rely on the resources and knowledge delivered by your business?

That is the operational pressure bearing down on this fire and security company.

The company provides a comprehensive set of advanced safety and security technologies that are custom designed to meet the specific needs of the businesses it serves.

### Results at a glance

- Reduced accidents by **80%**
- Eradicated seatbelt issues
- Cut wasted overhead
- Improved workplace culture



## Fleet profile

### Industry:

Construction and Service

### Fleet region:

Washington

### Types of vehicles:

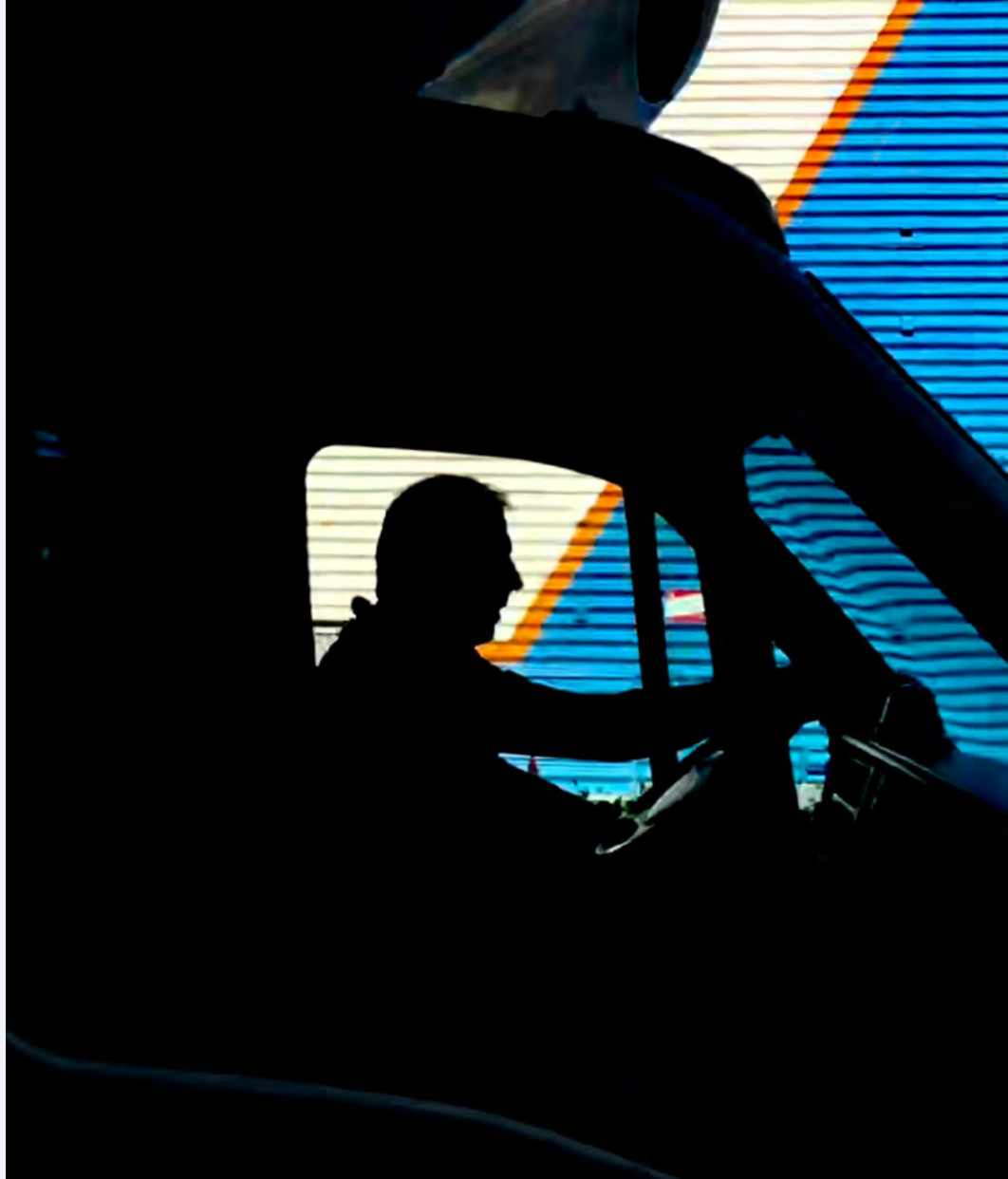
Commercial and Sales

### Fleet size:

880

### Geotab products / features:

- Geotab GO
- MyGeotab



## The Challenge:

### Meeting ambitious goals on multiple fronts

The company set a goal to service more customers in a day – which meant boosting employee productivity and customer satisfaction by going from four service tickets to five.

The company also recognized the potential for improving driver behavior in an attempt to curtail accident rates. According to its Fleet Manager: “We had a very high accident rate, which was most costly in our Northeast Region – and that needed to be corrected.”

Beyond improving driver productivity and safety, the company was also looking to reduce fuel consumption and spend by getting a better handle on the time its vehicles spent idling.

### Navigating a tricky market

The company knew it needed a telematics solution, but its initial experience in the market was not entirely positive.

“The whole point behind telematics is being able to enhance productivity. When we looked at other potential telematics providers, we found that we would be wasting, on average, 15 days a month and spending an additional \$1,200 a month on maintaining what we considered to be ‘junky equipment’.”

And the hidden costs with other providers didn’t stop there...

“One provider in particular required that we call a repair technician to come onsite to repair their faulty devices that required hard-wired installation. Combining that with billable hours and the days wasted...that would equate to over \$200,000 in annual device upkeep!”



## The solution:

### Creating impact today and optimizing for tomorrow

After an extensive search for the best telematics solution, the company decided to go with Geotab. It was particularly drawn to Geotab because it was a solution that would not only solve the company's current challenges, but also had the flexibility to adapt to its future needs.

Approximately 400 out of the 800 vehicles were equipped with Geotab GO devices, giving management detailed visibility into the performance of each vehicle through MyGeotab – an easy to use, web-based fleet management software.

"Our Geotab reseller is by far one of my best vendors, and has made the overall experience both productive and enjoyable."

## The results:

### Improved ticket times and reduced overheads

In the first year following the Geotab installation, the company's ticket times have drastically improved and it has committed to working with dispatchers to become even more effective.

An unexpected benefit, as indicated by its Fleet Manager, was that "time sheet audits identified employees that were erroneously reporting work done for a full day, when in fact, they were leaving the job site after only a few short hours of work."

This discovery not only allowed the company to cut wasted overhead, but also to address the issues surrounding employee honesty and integrity at the workplace.

### Stellar safety record

When it comes to safety, the company has been able to reduce accidents by an incredible 80% in the Northeast Region.

There are two main causes for these great results:

1. It was able to monitor risky driver behavior
2. It was able to take corrective action on an as-needed basis

Today, the Northeast Region is at, or below, the accident level of other regions.

What's more, the company was also able to drastically improve seatbelt use. The first day showed well over 250 incidents where a vehicle was in motion without the seatbelt fastened. After just one week of strong, persistent action, all employees were using their seatbelts.

"From an administrative perspective, our Geotab reseller is eager to give us the data and work with us to help better understand it. This is another huge bonus. There are a lot of providers out there for telematics, but it really comes down to the features and functions, device upkeep, and the level of customer service."

## The next steps:

### Taking safety to the next level

The company has already identified opportunities to make further improvements. For instance, it has identified that most of the remaining accidents it experiences are caused by managers and sales employees that do not currently have telematics devices installed in their vehicles.

Given the success it has thus far, the company plans to roll out telematics to the remaining vehicles and improve its already impressive safety numbers.

"I would highly recommend Geotab's fleet management technology. Part of what makes it of such great value is the rapid and effective response rate of my service provider. My Geotab reseller provides a response to my questions within minutes, and is always looking to simplify things for our team."



Want to see Geotab in action?  
[Learn more and book  
a demo today.](#)

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