



CASE STUDY

Iggy Madden Transport

Iggy Madden Transport experiences 80 percent reduction in vehicle incidents within three months of implementing DriveCam's Driver Risk Management Programme.

Situation

Iggy Madden Transport Ltd., based in Galway City (Ireland), has been engaged in national and international haulage in Europe since 1978. During the past 30 years, Iggy Madden's fleet has grown to 26 vehicles and 100 trailers and is now one of the largest haulage companies in the west of Ireland.

In the four years prior to implementing DriveCam, Iggy Madden had seen a huge increase in the frequency of incidents. Deirdre Madden, Operations Manager, attributes the increase in incidents to the increase in vehicles on the road and the ongoing poor driving of Ireland's drivers. "Ireland has the worst drivers in Western Europe. People don't abide by the rules and will do anything to get in front of a truck," Madden explained. "What makes it even more frustrating is that there is a very high frequency of judging against trucks. In most cases, the person driving the automobile is ruled right because the car is smaller. And with a lack of independent witnesses, it is our drivers' word against theirs — a losing scenario for a large haulage company, like ours. As the number of incidents increased, we quickly came to the conclusion that we had to do something about it."

As the frequency of incidents increased, so did the frustration at Iggy Madden. More incidents resulted in more damage, more injuries and higher insurance premiums. Something had to be done to reduce the number of incidents, save lives and reduce the cost of insurance.

In 2006, Iggy Madden instituted a reward/penalty system for its drivers — rewarding those drivers who were not involved in incidents and penalizing those who were. The problem with the system was that they could not reward those drivers who exhibited safe driving habits, but were still involved in incidents due to other drivers. As well, they could not improve the driving habits of those drivers involved in incidents because they did not know what they were doing wrong and what caused the incident.

Solution

One of the first steps to solving the problem was for Iggy Madden to find a new insurer. They wanted an insurer that recognized their efforts in trying to reduce the number of incidents and rewarded them for safer driving. Prior to finding Aviva, Iggy Madden's previous insurer did not recognise, or support, a proactive approach to managing risk and only responded reactively - after the fact.

Aviva, as part of its commitment to retain and reward clients who demonstrate high levels of risk management and control in their fleets, had researched the market for an innovative and robust solution that provided additional benefits and lowered costs while also giving customers the assurance of the most trusted insurance brand in the market. That research led them to partner with DriveCam.

Aviva appreciated Iggy Madden's "take charge" approach to safety and was pleased to introduce them to DriveCam as a way to manage risk, coach drivers and manage insurance premiums. "We were impressed that Iggy Madden recognised it had a problem and had instituted a reward/penalty program to rectify it," stated Brian Dooley, commercial motor product manager with Aviva.

"It was obvious that safety was top of mind and that a safety culture had already been established. We knew that DriveCam would be a natural fit and would be the next step in managing driver behaviour and managing risk at Iggy Madden."

"We looked at the DriveCam programme and found it intriguing," commented Deirdre Madden. "We were already interested in improving safety within the company and were keen to understand the day-to-day issues that our drivers were facing. We wanted to have tighter control of our insurance costs and were motivated by Aviva's proposed incident reduction figure of 30 to 90 percent." In addition to the incident reduction, Aviva also offered Iggy Madden a financial incentive of a 20 percent premium rebate at the end of the year if they met their proposed reduction targets.

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DEIRDRE MADDEN
OPERATIONS MANAGER
IGGY MADDEN TRANSPORT LTD.



COMPANY PROFILE

Has been in the haulage business for over 30 years

One of the largest haulage companies in the west of Ireland

Operates a fleet of 26 vehicles and 100 trailers

Impact

Iggy Madden implemented the DriveCam solution in July 2007 and began to see results immediately. Within a short period of time, the number of incidents began to drop and continued to drop precipitously — by 80 percent. Being engaged in the programme and monitoring it daily, Iggy Madden quickly realised that this was not an anomaly, but rather, the beginning of a dramatic change in the way its drivers' drove.

"This change in incident rate was not a one-time event," exclaimed Deirdre Madden. "It dropped and, to our amazement, stayed low. Since implementing DriveCam, the number of incidents continues to track 80 to 90 percent below our rates prior to implementing the programme.

"We're absolutely delighted with the solution. With DriveCam, I'm able to monitor the programme

daily, review my drivers' events weekly and manage their driving behaviour regularly. It's easy to embrace. In addition, my insurer likes the solution because it's a proactive way to create a safety culture within an organisation and it returns immediate results for us and for them."

Iggy Madden's drivers embraced the programme because they understood it to support them against the behaviours of other road users. They quickly learned that if they were involved in an incident, DriveCam could assist and support them. Because the drivers know that they're being monitored, the drivers are driving safer. The chances they might have taken previously (such as speeding up to overtake other vehicles) have been reduced significantly.

Another impact that was felt immediately was the peace of mind Iggy Madden experienced when taking on a new employee. "They might

have good references but there's significant risk because they hold the ability to have an incident in their own hands," explained Deirdre Madden. "With DriveCam, Iggy Madden can quickly see if the driver will be suitable or not. And the driver immediately realises that safety is part of the culture, no questions asked."

With DriveCam in place, Iggy Madden was nominated for National Hauler of the Year and placed second. They are thrilled with the results of both the award and the programme. "Encouraging safety by reducing risk is a no-brainer," commented Howard Hackett, Iggy Madden financial controller. "Having experienced the results we've experienced with DriveCam, we would no longer run the fleet without it."



DriveCam, Inc.
+1.858.430.4000
www.drivecam.com

ABOUT DRIVECAM

DriveCam is a global Driver Risk Management company that reduces claims costs and saves lives by improving the way people drive. By combining sight and sound, expert analysis and driver coaching, DriveCam has reduced vehicle damages, workers' compensation and personal injury costs by 50 percent in more than 100,000 commercial and government vehicles. DriveCam has the world's largest repository of events reflecting actual risky driving behaviours. In 2007, *Inc. Magazine* included DriveCam on its list of the 500 fastest-growing, privately held companies in the U.S. for the third consecutive year. DriveCam received the 2007 North American Class 6-8 Truck Driving Behaviour Monitoring & Safety Enhancement Systems Product Innovation Leadership of the Year Award from Frost & Sullivan in 2007. For more information, visit www.drivecam.com.