

ABS Increases Safety and Productivity, and Lowers Costs with Driver Training and Telematics

ABS Global, a world leader in bovine genetics, has a fleet of light- and medium-duty pickup trucks. Drivers are sales and customer service representatives who spend most of their time travelling to farms that are widely dispersed throughout the United States.

The fleet manager for ABS had a challenge that many fleet managers face: How can you increase driver safety in a fleet of vehicles that you rarely – if ever – actually see?

He contacted Nick Ehrhart, Donlen's Telematics and Driver Behavior Analyst, to discuss possible ways to increase his safety profile. After hearing about the situation, Nick knew that GreenDriver® and DriverPoint™ Telematics could provide great outcomes for ABS.

As the fleet industry's only environmental business focused on reducing CO₂ emissions and fuel costs while increasing safety through driver education and behavior management, GreenDriver was the ideal solution to ABS's challenge for a number of reasons. The training, coupled with DriverPoint™ Telematics, gives the fleet manager more visibility into ABS drivers' productivity and behavior while operating their vehicles. The monthly fleet and individual driver DriverPoint Scorecard would further allow him to assess progress and give him insight to his ROI.

ABS decided to run a pilot program in 50 trucks. Each driver received a DriverPoint Telematics device that easily plugged into his or her vehicle's OBD II port. Once plugged in, the device began generating data immediately,



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helping to establish his baseline. Each driver then completed GreenDriver's online training program to help him or her modify their driving behavior to increase their overall MPG, reduce emissions, and subsequently help them avoid accidents.

Shortly thereafter, ABS began seeing significant results. The overall MPG for the company's U.S. fleet is at an all-time high. An added bonus is that maintenance costs are decreasing. When reviewing individual driver's DriverPoint Scorecards, ABS noticed that over time, drivers with higher "green" ratings – those who avoid rapid acceleration and hard stops, for instance – have less wear on brakes and tires than those with lower ratings.

ABS is now using DriverPoint to optimize routes after noticing some instances where several drivers were going to farms in the same vicinity. In a rural area where customers are sometimes miles apart, this can increase fuel usage drastically. ABS easily optimizes the routes in DriverPoint's web-based interface

to eliminate these instances and allow each driver to cover farms in close proximity, reducing fuel consumption and increasing each driver's productivity.

In addition to ABS's original goal of increasing safety, the fleet manager noted that "GreenDriver and DriverPoint Telematics are helping ABS create efficiencies that save us time and money." Ehrhart is currently working to customize DriverPoint's system to upload livestock counts for each farm so ABS representatives can be better prepared when calling on customers.

After seeing initial results from DriverPoint, ABS decided to roll out the program to the entire fleet.

"When we first implemented GreenDriver's comprehensive program, I was focused on making a safer fleet and thought the 'green' items would follow in time," the fleet manager said. "What we got was much more than I expected. Yes, the information gives hard data to coach drivers into better behavior behind the wheel, but I was also surprised how it turned good drivers into great drivers!"

For more information about GreenDriver or DriverPoint Telematics, please contact Nicholas Ehrhart at (847) 412-4968, or visit www.greendriver.com.



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