



**Programmatic Fleet Management Service**

***Powered by ChainwayTSP***

a Case Study of

## **Coca-Cola Fleet Management Risk Control**

*Fleet Management Telematics Cloud Service for UBI*

*as Coca-Cola Fleet Safety Management Escort*

### **Background**

- Coca-Cola Chongqing fleet has many types of vehicles, including 6 models, like Dongfeng, Iveco and Chang'an, which are used for urban beverage distribution.
- Chongqing has complicated road conditions and intersecting traffic environment, thus the driving risk factor of business vehicles is high.
- Before 2016, traditional manual management methods were adopted, which were lacking scientific management, inadequate implementation of management and difficulties in supervision.
- The number of fleet accidents is high. In 2015, the number of accidents reached 19, and the compensation amount reached RMB ¥668,600. The high accident rate and the huge indemnity have caused the major insurance companies to stay away from Coca-Cola chongqing's auto insurance business.

### **Problems**

- The management system of the fleet is full of loopholes, making it difficult to analyze the problems of the fleet, analyze the causes of accidents and determine the liabilities of accidents.
- Lack of scientific fleet management system, management personnel's awareness of fleet management and drivers' awareness of driving safety are weak.

- The implementation of management schemes is not in place; managers lack limited supervision measures; drivers' participation rate is low; management schemes are often mere formality with little effect.

## **Solutions**

- Product Portfolio:
  - Fleet Management Cloud Platform
  - App for Managers and Drivers
  - CW-701D Hardware Devices
- Customized Services:
  - Safe Driving Competition
  - Monthly Fleet Management Report
  - Omni-directional Vehicle Accident Data Analysis Report
- More details:
  - Distinguish driving safety: establish a driving scoring model for Coca-Cola Chongqing company to distinguish driving safety. Identify dangerous driving behaviors and distinguish dangerous drivers according to the driving data recorded by the vehicle-mounted intelligent terminal.
  - Scientific analysis of accident causes: detailed analysis of each accident and driving data at that time, including driving state, vehicle basic information, geographical data, meteorological data, driving behavior data, etc., to find the root cause of the accident, put forward improvement measures and conduct safety education and training for drivers.
  - Provide safety monthly report: fleet management monthly report contains vehicles peccancy statistics, vehicle accident statistics, the drivers bad driving behavior evaluation data statistics, drivers and the team driving, vehicle accident analysis, measured gas mileage, vehicle running statistics, pull out statistical content such as equipment, fleet managers can through the monthly report, for a more sophisticated fleet management.

- Establish team KPI assessment system: help the team establish KPI system and improve the team management level.
- Plan safe driving activities: through the fun of the competition and activities to encourage drivers to reduce bad driving operations, establish a sense of safe driving.

## **Results**

- Fleet safety incidents decreased significantly: after being connected to the risk management cloud service of the intelligent transportation system, accidents decreased by 68.4% from 19 in 2015 to 6 in 2016, and there were zero accidents in the peak season of business.
- Claims for safety incidents plummeted: claims for safety incidents dropped from RMB ¥650,000 in 2015 to RMB ¥30,000 in 2016, reducing claims by 95%.
- The average driving score of the team's drivers has risen steadily: the team as a whole has a driving score above 80, and bad driving behaviour has fallen by 34%.
- Team management awareness and safe driving have become a trend: KPI assessment system is directly related to the salary and performance of managers and drivers, and the incentive mechanism of safe driving fun races greatly improves drivers' participation in safe driving and helps them achieve a long-term virtuous circle.