



- ● **Comet Reduces Claims by 35%**
- ● **Deploys SmartDrive Across Entire Fleet**

“It just works.”
Paul Hawes,
General Manager,
Operations

Background

Comet is one of the largest electronics retailers in the UK, with more than 250 stores and a significant online presence. Comet offers home delivery of products purchased both online and in-store through its network of more than 200 vehicles across 12 home delivery depots. Committed to a safe driving culture, Comet was troubled by a growing rate of collisions and claims across its fleet, and began working with insurer Mitsui to evaluate programmes ranging from enhanced training programmes to in-vehicle technology.

Situation

At Mitsui’s recommendation, Comet decided to implement SmartDrive across a portion of its fleet for a 90-day evaluation, despite their relative unfamiliarity with video-based driver safety solutions. Mitsui had successfully implemented SmartDrive with other clients in the UK, and is so convinced of the effectiveness of the programme that they often underwrite the cost of the programme for their clients, knowing that it will result in safer driving and fewer claims.

Beginning with one site in each of its three regions, Comet was up and running quickly. “Getting up and running with SmartDrive was incredibly smooth,” said Paul Hawes, General Manager of Operations for Comet. “Within days, we were seeing video from the road, and it took almost zero involvement from our staff.” The pilot programme was so successful that Comet decided to implement SmartDrive across its entire UK fleet.

Today, day-to-day responsibility for using SmartDrive to improve safety sits with each of the location’s managers. Each day, the managers review important events and reports within the SmartDrive Response Centre and follow-up with necessary action. “SmartDrive makes it easy for us to know where to focus. And the coaching reports help us zero in on the important events quickly versus weeding through a pile of clips,” continued Hawes. “We use SmartDrive daily because of the ‘Power of Immediacy’. Often by the time the crew is off the road, we have reviewed the footage of the important events of the day, making for

“It’s made them better drivers.”

a powerful crew meeting. Drivers have a hard time remembering what happened two weeks ago, but they have no problem remembering what happened earlier in the day.”

“And, of course, having a video record of what happened is also amazingly effective, a picture being worth a 1,000 words and all. Reviewing clips with drivers can be a powerful and even emotional experience. Often, drivers simply don’t realize how they are driving and/or behaving, but you simply can’t argue with the video.”

“I can’t overstate the importance of this ongoing review and coaching as being key to the positive results we’ve seen. Without that ongoing involvement between coach and driver, SmartDrive is just data.”

“Overall, however, our drivers have responded very positively to the programme. Sure, we had the typically early negative reaction of ‘spy in the cab’, but it only took a few weeks for multiple drivers to be exonerated in situations that were caused by other drivers on the road, and our drivers began to understand how the programme can help improve their own performance and keep them safe. Since then, we have had positive acceptance among our drivers. Clearly they don’t enjoy the occasional ‘punishment’ aspect of it. But today, they buckle their seatbelts, they don’t talk on the phone, eat, or smoke. And they drive slower. It’s made them better drivers. And we try to generally accentuate the positive aspects of the programme, and that keeps morale among our drivers high.”

Results

- 35% reduction in claims year-on-year in SmartDrive equipped vehicles, where non-SmartDrive vehicles remained flat
- Dramatic improvement in seatbelt utilisation
- Reductions in in-vehicle smoking, eating and other distractions
- Drivers exonerated in multiple collisions where they previously would have paid 3rd-party claims

“We love SmartDrive. Our insurance company loves SmartDrive. We’ve gotten avoidable collisions under control and dramatically reduced our claims expense, which was our goal going in. We couldn’t be happier.”



SmartDrive Systems, Ltd
Church Farm
Church Road
Barrow
Bury St. Edmunds
Suffolk
IP29 5AX
www.smartdrive.net

Steve Cowper
+44 (0)7748 060705