



## *IDM Trucking Inc. Enhances Safety and Fuel Efficiency with Objective, Real-Time Driver Feedback*

### About IDM Trucking Inc.

IDM Trucking Inc. is an employee-owned transportation company that serves small to large sized businesses in the Mid-Atlantic region. Headquartered in Weyers Cave, Virginia, IDM Trucking recently celebrated 20 years in the trucking industry, with sister companies serving the petroleum and fertilization trades. The company prides itself on providing safe and timely delivery of goods and materials. IDM Trucking typically hauls general household goods and beverages in dry vans.

### Background

When Randy Hill, Safety Director at IDM Trucking, heard about GreenRoad™ at an insurance conference, he immediately thought about his drivers. He and Kern Houff, Director of Operations, decided to take a closer look at GreenRoad and found that an automated driver coaching service that enhanced safety as well as fuel efficiency was something he couldn't ignore.

"As soon as I heard about the GreenRoad 360™ service, I knew that it was something our organization would benefit from. We take great pride in our safety and customer satisfaction records, both of which depend heavily on our drivers," said Hill. "GreenRoad helps our drivers become safer on the road by calling out risky maneuvers that they may not even be aware of, and GreenRoad does it in a way that isn't distracting or invasive. GreenRoad employs a holistic approach that makes it easy and cost effective for fleets to fundamentally change driving behavior."

IDM Trucking began implementing the GreenRoad service across its fleet during the summer of 2008. GreenRoad 360 combines real-time, automated driver coaching with integrated Web-based applications that constantly rate driving skills and behavior.

GreenRoad continuously measures and analyzes those maneuvers that most impact safe driving, fuel efficiency and emissions and then tailors driver-specific feedback accordingly. Real-time in-vehicle feedback is delivered via a simple, non-distracting red-yellow-green LED display that enables drivers to identify and self-correct risky and inefficient driving maneuvers in the moment. Fleet management, risk and safety professionals and drivers gain complete visibility into driving behavior and have easy-to-use tools they need to help drivers achieve specific safety and fuel-efficiency goals. This ongoing and comprehensive approach empowers drivers to sustain driving improvement. The approach is positive and empowering for drivers, unlike video-based alternatives that can be perceived as invasive and punitive and do not provide insight into driving behavior until hours, days or even weeks have elapsed and the teaching

moment has passed.

The GreenRoad service enables IDM Trucking drivers and managers to view, create, customize and view dozens of reports that include risk analysis and coaching tools through a Web-based portal that continuously rates driving skills and behavior. The reports also reveal trends that help identify risky roads and driving conditions.

IDM Trucking installed GreenRoad in its own vehicles, and Hill said the process was easy from the very beginning.

*For IDM, which realized a reduction in Safety Score from 15 to 7, the annual fuel cost savings were \$1500 per vehicle.*

"We were able to conveniently handle installation at our own shop, and GreenRoad has been incredibly responsive to our needs," said Hill.

Although some drivers initially expressed apprehension about the new addition to their tractors, they became much more comfortable with the service once they heard how it would be used to help them improve their driving performance.

"I was apprehensive about the GreenRoad thing at first" says Rod Myers, a 25 year professional driver for IDM Trucking. After being scored on how I was driving and then seeing my GreenRoad scores, it gave me some positive feedback on my driving skills. For the first time in my driving career, I could actually monitor my

*“As soon as I heard about the GreenRoad service, I knew that it was something our organization would benefit from. We take great pride in our safety and customer satisfaction records, both of which depend heavily on our drivers,” said Hill. “GreenRoad 360 helps our drivers become safer on the road by calling out risky maneuvers that they may not even be aware they are exhibiting in a way that isn’t distracting or invasive and is cost effective.”*

**CHALLENGE:** IDM Trucking Inc. was looking for additional ways to increase safety and fuel economy across its fleet

**SOLUTION:** Deployment of the GreenRoad 360 service in all of IDM Trucking’s vehicles

**RESULTS:**

- Not a single accident in the year following the implementation of the service in all vehicles
- Decreased fuel costs
- Decreased insurance expenses

driving skill. It keeps me more focused about my driving. I think it is a positive approach to safety and it’s a good safety measuring tool for the company.

Hill manages the service easily and comprehensively by posting bi-weekly driving reports for each of his employees. Hill also posts safety reports on a weekly basis so drivers, who are identified by number only, can view their own performance relative to the rest of the fleet. In addition, he receives weekly updates on fuel expenses so he can track changes and identify efficiencies attributable to the GreenRoad service.

As part of the ongoing education process about GreenRoad, Hill encourages “green” drivers – those members of the fleet who are driving most safely – to share tips for safe and efficient driving with their peers and promote discussion about the service. He also solicits questions from the drivers and addresses these during monthly safety meetings.

IDM Trucking has linked the GreenRoad service and “green” driving with a quarterly bonus program that allows drivers to earn additional compensation based on their individual safety and efficiency performance.

“Initially, it was crucial that all drivers fully understood the new addition to our safety program, as well as why we implemented it. We wanted them to know that this was not a punitive action, but more of a preventative action,” said Hill. “Our drivers have been adapting very well to the GreenRoad service and have consistently exhibited ‘green’ driving since we have installed the service in all of our tractors. We couldn’t have asked for better results.”

## Results

Since adding GreenRoad 360 to its existing safety programs, IDM Trucking has experienced

a significant improvement in safety. IDM has not experienced a single accident since October 2008, when the service was installed in all of IDM Trucking’s tractors, through the end of 2009. In terms of the frequency ratio, which relates number of crashes to millions of miles driven, IDM dropped from 0.38 crashes per million miles in 2008 to zero in 2009. Each crash eliminated reduces IDM’s cost by an average of \$16,500, based on National Highway Traffic Safety Administration cost per crash data.

Across the fleet, drivers consistently maintained a GreenRoad Safety Score below seven, which represents fewer than seven risky events per 10 hours on the road for each driver – an indicator of safe driving. In addition, IDM Trucking’s insurance rates have dropped as accidents have decreased.

IDM also realized fuel savings after implementing the GreenRoad service. An analysis of IDM’s fuel usage, mileage and driving behaviors demonstrated that as IDM drivers reduced their Safety Scores, – their miles per gallon increased. For IDM, which realized a reduction in Safety Score from 15 to 7, the annual fuel cost savings were \$1500 per vehicle.

## Future Plans

Encouraged by its results with the GreenRoad service, IDM Trucking is continuing to work with drivers to help them become safer and more fuel-efficient. Hill said he planned to implement the service in the owner-operated vehicles within its fleet to help maximize safety and reduce risk. “I have been pleased from the get-go,” said Hill. “Everything has been straightforward, and the experience with GreenRoad has been extremely positive; the GreenRoad team is responsive and helpful. I would recommend this service to anyone who values safety and performance.”

To find out more about GreenRoad, please contact:

[www.greenroad.com](http://www.greenroad.com)

[info@greenroad.com](mailto:info@greenroad.com)

U.S. Headquarters:

3 Twin Dolphin Drive Suite 300

Redwood Shores, CA 94065

+1 650 551 1530

EMEA Headquarters:

The Podium

1 Eversholt Street

London NW1 2DN

+44 (0) 20 7886 0831

© 2010 GreenRoad Technologies, Inc.  
All rights reserved.

GreenRoad, the GreenRoad Logo, GreenRoad 360, GreenRoad Live, GreenRoad Central, GreenRoad Engage, GreenRoad Intersect are trademarks and/or registered trademarks of GreenRoad Technologies, Inc.