



LeFleur Transportation Discovers a New Road to Safety and Efficiency

Industry leader increases safety and quality of service while reducing cost and fuel consumption.

Company Profile

- LeFleur Transportation, established in 1993, is a Mississippi-based industry leader in scheduled and non-emergency passenger transportation
- The company manages a fleet of more than 300 vehicles and performs more than 750,000 trips nationwide
- The client base is comprised of state agencies, individuals, nursing homes, medical facilities and worker's compensation firms

Business Situation

As one of the largest non-emergency medical passenger transportation providers in the country, LeFleur is dedicated to providing safe, quality and cost-effective services to their clients. Every year the company's specially equipped fleet of 300 vehicles performs more than 750,000 trips nationwide. Since every trip taken is only as good as the driver, LeFleur was making significant investments annually to provide extensive on-the-job training while also performing multiple field audits to ensure safety. LeFleur needed a more cost-effective way to gain greater visibility into driver behavior and skills, provide driver feedback and training, and reduce accidents.

Solution

In February 2008, LeFleur installed GreenRoad 360™ in 49 of its fleet vehicles. Drivers were provided with customized identification keys, enabling the system to identify and build their driving profile while driving any of the company's GreenRoad enabled vehicles. The first 30-days were used to collect data and assess the current driving patterns of LeFleur's fleet. Only general fleet data was made available to management, not individualized driver performance.

After the "blind profile" trial period ended, driver safety levels were displayed via a small dashboard display. A green light indicates safe driving, yellow needs attention and red is high risk. An in-vehicle sensor collected information on up to 120 different driving maneuvers. GreenRoad continuously and automatically analyzed each driving maneuver performed and provided immediate feedback to the driver on the areas that needed improvement. Via the GreenRoad Central web portal, site drivers and managers were able to review driving scores by fleet, driver, maneuver, trip, and other factors, to easily and accurately identify risky and inefficient areas for improvement.

Benefits

During this 4-month pilot, 75% of participating operators showed measurable improvement, reducing fleet risk by 77%. On average, "green" drivers are 24% less likely to be in a crash and have zero at-fault crashes a year. "Red" drivers, on the other hand, have a 56% average annual crash rate, their crashes cost 74% more than green drivers while also consuming 7% more fuel.

Overall, yellow drivers were reduced by 71% with all red drivers being converted to either yellow or green. Driver acceptance and feedback played a tremendous role in these results. LeFleur drivers saw GreenRoad 360 as a personalized training tool to enhance their professional skills. With the focus being on how they drove rather than where, they quickly applied feedback to produce immediate results.

"GreenRoad gave us the visibility that we needed to immediately and accurately identify our high-risk drivers and provide them with targeted training. We've increased safety, quality of service, and a dedicated commitment to our clients, employees and the community we serve – all while reducing cost and fuel consumption," said John Kubala, Director of Safety and HR of LeFleur Transportation.

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