



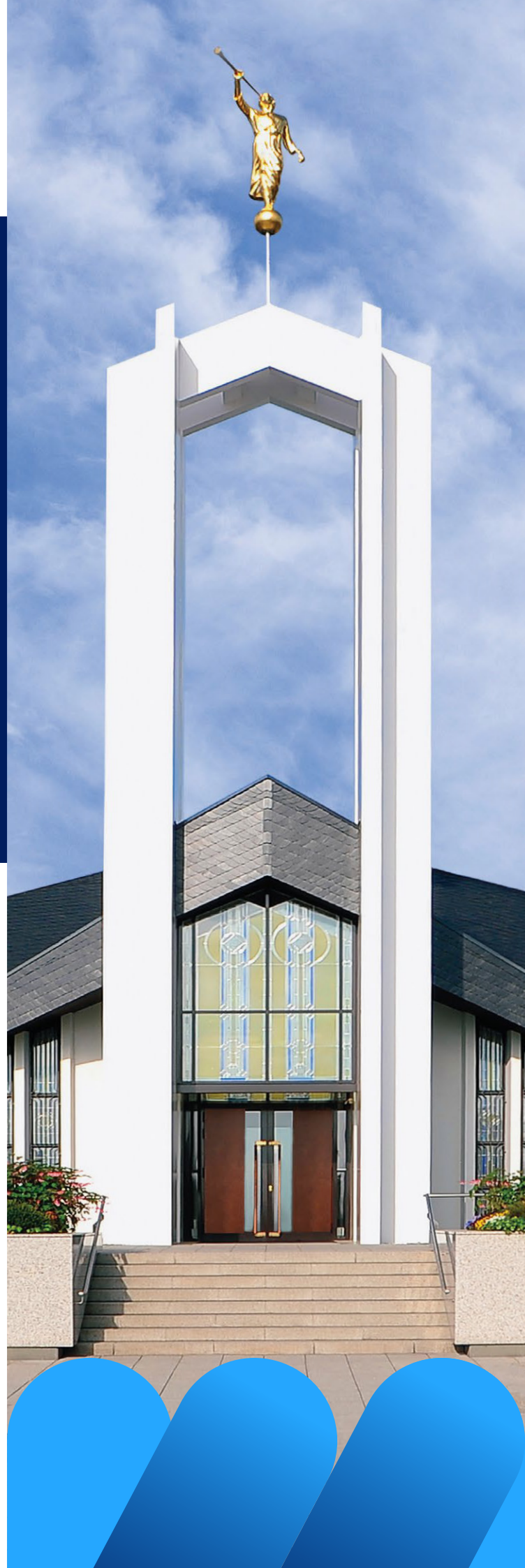
How to optimize driver safety and fleet condition

The Church of Jesus Christ of Latter-day Saints

The Church of Jesus Christ of Latter-day Saints (the Church) is a provider of humanitarian services, operating a mixed fleet of almost 900 vehicles across Europe. They were looking for a telematics solution that would increase the safety of their drivers, provide them with real-time coaching, and give the fleet manager insight into the actual state of the vehicles. With Geotab, they found the harmony of these management elements, in a simple plug and play solution.

Fleet profile

Industry	Humanitarian services
Location	Europe
Types of vehicles	Passenger cars and vans
Fleet size	950





The Challenge: spiraling maintenance costs and concerns about fleet safety

The Church was struggling to identify technical errors across its large fleet of vehicles before they evolved into larger faults. The operations team found that their drivers tended to care less about any warning lights on the cars' dashboard because it wasn't their own vehicle. This resulted in them often neglecting important alerts such as engine warning or tire pressure sensor lights, or deferring the required inspections.

While missing regular inspections the odd time didn't always harm the vehicles, it increased the likelihood of larger, more costly faults that could have otherwise been detected. With a fleet of over 900 vehicles, this could have resulted in significant maintenance and repair costs.

Driver and pedestrian safety was another key concern. The Church wanted to provide their drivers with instant feedback on any driving behaviors that contravened their safety criteria to ensure that their drivers and other road users were being kept safe from harm.

The Solution: Real-time coaching and accurate enforcement of the driver safety rules

Two thirds of the vehicle fleet are now equipped with Geotab GO9 telematics devices. This device was instantly compatible across their mixed fleet of vehicles, simply plugging into their OBDII port to provide them with rich accurate data on vehicle condition, location, speed, trip distance and time, engine idling and more.

Through the MyGeotab fleet management platform, the operations team has access to their data in simple, easy to use reports and dashboards that enable them to optimize operational control and actively improve safety performance.

The fleet manager has used MyGeotab to implement a preventative maintenance program, using reports to keep track of upcoming maintenance tasks, and receiving advanced warnings of potentially damaging defects through engine codes. This helps him to keep track of required maintenance to ensure that all vehicles are fully road-worthy, and to avoid unnecessary repair costs. It also helps to avoid any damages or maintenance issues that could have been solved within the manufacturer's warranty.

The IOX-GOTALK hardware provides the Church with real-time driver coaching for improved fleet safety. The instant, in-cabin driver feedback gives valuable coaching, which is used together with insights from the driver safety scorecard to ensure that all employees provided with a company car adhere to their strict driver safety standards.

NFC readers are used in voluntary missionary vehicles to give the operations team complete certainty as to who is driving each vehicle at any moment. This empowers them to tie any driving sanctions or safety violations back to the right driver. Used together with the insights from the driver safety scorecard, this has improved the overall driver safety of the fleet and reduced the number of incidents and associated costs.

The Church uses Geotab's Electric Vehicle Suitability Assessment (EVSA) to help them identify which vehicles in their fleet would be the most suitable to transition to an electric vehicle. This information has helped them to introduce a growing number of PHEVs in countries with sufficient charging infrastructure, such as Norway.



The Results: Safer drivers, lower costs

The Church of Jesus Christ of Latter-day Saints has seen quantifiable improvements across a number of fleet performance indicators thanks to the Geotab fleet management solution.

- **30% reduction in speeding tickets** in the first year after implementing the telematics solution.
- **1.2 collision-related deaths avoided each year** after introduction of the telematics system in North America, for the Church members.
- **Two-thirds of collision-related damage is now minor and related to parking**, with very low risk to drivers and other road users.
- **Maintenance costs reduced by on average €5,000 to €10,000** per incident on secondary costs, with engine fault reports and maintenance reports informing their new preventative maintenance program that identifies minor problems before they evolve into larger, more expensive ones.
- **Total vehicle failures reduced to only 2-3%** of maintenance incidents per year, with fewer missed vehicle inspections.
- **Expansion of the EV fleet** thanks to real-world data provided by the EVSA, with more than 24 PHEVs operating in Norway and Spain, and one in Germany, with opportunity for this number to grow to reduce the carbon footprint and emissions of their fleet.

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Human life is priceless. That's why the improvement in driver behavior that we have measured since implementing the Geotab fleet management solution and in-cab driver coaching is so valuable to us, directly improving our fleet safety performance and significantly reducing the incidence of serious collisions.

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Alexander Merkel

Area Fleet and Travel Manager Europe at
the Church of Jesus Christ of Latter-day Saints



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