

## Case Study: How Solera's SmartDrive Helps Turners Drive Success

### Overview >>>>>>>>

Turners, one of the UK's largest privately owned Transport and Logistics companies, has over 80 years of experience in a highly competitive industry. With an annual turnover exceeding £550m, Turners operates more than 2,250 vehicles across 32 sites nationwide, employing approximately 4500 people.

### The Challenge: Enhancing Safety and Reducing Collision Costs >>>>>>>>

As a leading transport provider, Turners places the safety of its drivers and other road users at the heart of its operations. However, in 2014, the company experienced a significant increase in the cost of collisions per truck in two of its key Divisions, and as self - insured company this was a concern that could not be ignored.

To better understand driver behaviour and improve fleet safety, Turners began exploring camera technology solutions. They wanted to not only understand why the collision occurred, but to identify the risk generated by the driver, or third party, and be able to manage historical patterns of risk within their operations. Their initial trial was unsuccessful, so the search continued.

### The Solution: Implementing Solera's SmartDrive >>>>>>>>

A breakthrough came in 2015 when Turners discovered Solera's SmartDrive platform at a trade show. SmartDrive's advanced video safety and driver coaching technology immediately impressed the team with its high-quality footage, rapid data retrieval, and comprehensive risk assessment capabilities.

### Key Features of SmartDrive >>>>>>>>

- **Video Safety & Telematics:** Monitors driver performance in real-time.
- **Advanced Analytics:** High level data provided quality driver risk management.
- **Compliance & Coaching Tools:** Supports driver tra tant video evidence in case of collisions.
- **Incident Documentation:** Offers instant video evidence in case of collisions.

Within two years,  
SmartDrive was  
installed in **400 Trucks**

Today, it is  
integrated into  
over **1,300 vehicles**

Closely  
monitor the  
results 24/7 of **1,600 drivers**



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### The Results: Improved Safety and Operational Efficiency >>>>

According to Stephen Blackmore, who heads up the Driver Safety Programme for Turners.

■ ■ Fast-forward a decade, and we now have SmartDrive installed in over 1,300 trucks, monitoring the risk of over 1,600 drivers. SmartDrive's accident reporting outlines the strong correlations between driving styles and collision events, allowing us to interpret and act on this data effectively. ■ ■



### Positive Impact on Driver Behaviour >>>>>>>>

SmartDrive has significantly improved driver coaching and awareness:

- › **Enhanced Coaching & Training:** 80% of SmartDrives use is focused on coaching alongside accident investigation. Understanding the driver's risk and changing these behaviours is the key in reducing the volume of collisions.
- › **Increased Driver Transparency:** Initially, drivers hesitated to discuss their own behaviours and risky driving styles, but now they openly acknowledge the benefits of camera technology and the coaching process for personal protection.

### The Business Impact: Measurable Safety Improvements >>>>

Turners worked closely with Solera to ensure compliance with GDPR and union regulations. A well-structured communication strategy, including booklets, group briefings, and video explanations, helped drivers understand the purpose of SmartDrive. This approach minimised concerns and led to widespread acceptance of the technology.

### The Business Impact: Measurable Safety Improvements >>>>

- › **Reduction in collisions:** Despite Turners growth, the number and severity of collisions and high-risk incidents has reduced.
- › **Reduction in Camera Obstruction:** From 15% of events being intentionally obstructed in 2014 to less than 2% in 2024.
- › **Early Identification of Medical Conditions:** Data insights have helped flag potential health issues affecting driver performance.
- › **Significant Financial Savings:** Lower collision and incident rates have proportionally reduced insurance (self-insured) claims.

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### Conclusion: A Worthwhile Investment in Safety >>>>>>>>

Stephen Blackmore affirms the long-term value of SmartDrive:

Without a doubt, SmartDrive has been a great investment for our operations. We have seen a tangible return on that investment in terms of improvements to our safety record, driver behaviour, and reduced costs. There have been many other benefits in managing and working closer with our driver community that has built a strong safety culture across the whole business. The fact that we've successfully used the technology for ten years is a testament to this.

**He highly recommends SmartDrive to other transport and logistics companies looking to enhance safety and reduce collisions.**

### About Solera's SmartDrive >>>>>>>>

SmartDrive is part of Solera's Fleet Solutions, a digital platform supporting safe and efficient fleet operations. It provides data-driven insights to help businesses stay compliant, improve driver performance, and reduce risks.

**Find out more here about how Solera and SmartDrive can help you**



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