

Krispy Kreme UK - 3G Vehicle Camera Case Study

Krispy Kreme UK is the subsidiary of global doughnut company and coffeehouse chain Krispy Kreme Doughnuts. The company makes its doughnuts fresh every day at its network of Hotlight stores and delivers to a wide range of coffee bars, kiosks and self-serve cabinets across the country each morning.



The Highlights

- An 80% drop in incident and accident frequency
- High, Medium, Low g-force triggered events fell by 78%, 53% & 27% respectively
- Paid motor fleet claims reduced by over 40% over a six month period
- 100% real-time visibility of all collisions and harsh driving events

The Challenge

Krispy Kreme was already using vehicle tracking to monitor driver performance, including speeding and harsh driving events such as acceleration, deceleration, and cornering, but was looking for a vehicle camera to complement and enhance the telematics system. It wanted to capture HD video footage and supporting vehicle data for all road collisions, near misses and harsh driving events in order to gain evidence of what really happened; take control of the claims handling process; and achieve high levels of Duty of Care.



The Solution

Krispy Kreme teamed up with our UK arm to develop and implement an advanced driver behaviour improvement system. The technology solution used the IT1000 (CAMTrackerLIVE) forward facing camera, the most sophisticated device of its kind currently available to the fleet sector, fitted to Krispy Kreme's entire UK delivery operation. This fleet of fifty commercial vehicle (3.5, 5 and 7 tonne vehicles) are responsible for delivery fresh doughnuts to hundreds of outlets across the UK each day.

Initially, Krispy Kreme was considering a standard SD-card solution, but following a detailed review of the marketplace chose a 3G device because of the added benefits it could deliver in terms of ease of use, live alerts and access to footage. This included an initial four-week trial period, which enabled the company to measure the effectiveness of the vehicle camera.



The IT1000 vehicle camera provides complete visibility of all collisions and driving incidents across the fleet via an online portal, with an email, screen pop up or SMS notification when an event has occurred. Krispy Kreme is now be able to monitor its entire fleet, which operate nationwide from eleven regional hubs, from its head office in Camberley, Surrey. As a result, the company has immediate access to video footage and important vehicle data to support its driver training programme, defend against fraudulent insurance claims and prove who is at fault following an incident.

"This solution has provided wide ranging benefits to our business. By selecting a 3G vehicle camera over a SDcard device, we have gained a live view of any incidents to ensure we are operating a safe and responsible fleet, while at the same time achieving insurance and fuel savings. We have been able to deliver a complete solution that has met our precise needs and supported us throughout the installation process."

Ben Povey, Logistics Manager at Krispy Kreme UK Ltd



Benefits & Results

Using the 3G vehicle cameras, Krispy Kreme has achieved 100% clarity regarding all collisions and harsh driving events, significantly impacting on road safety and insurance costs. In particular, there has been a drop in incident and accident frequency from 7.45 driving events per week in November 2014 to 1.49 in February 2015 representing an 80% reduction.

By recording footage of near misses and poor driving incidents, in addition to actual collisions, Krispy Kreme is now able to identify those employees that would benefit from additional driver training. Since the implementation of the solution, data has been collected at high frequency to ascertain the perfect driver profile for comparison, helping the company to enhance its driver behaviour strategy and support an improvement in Duty of Care. Precise high, medium and low g-force triggered events, captured across all vehicles, has provided added insight and the ability to measure the ongoing success of the camera solution, with a proven reduction in harsh driving events of 78%, 53% and 27% respectively.

Furthermore, the camera solution has enabled Krispy Kreme to establish an efficient and proactive system to report and deal with claims. The footage and supporting vehicle data has enabled it to prove blame and increase speed of intervention, resulting in paid motor fleet claims falling by over 40% over a six-month period. Using first notification of loss, the company can better manage and take control of the claims handling process to help avoid excessive third-party hire and repair costs as well as prevent incitement of some injury claims. The ongoing measurement of claims costs will also assist in Krispy Kreme achieving a significant reduction in insurance premiums.

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