Case Study: Johnsons Workwear

DriverMetrics®

Johnsons Workwear is the UK's leading textile and workwear service provider, offering services to 36,000 customers ranging from large multinationals to small-medium sized businesses.

In an average month, Johnsons' rent and launder approximately 1.7 million garments across a national network of 17 plants and 5 service centres. To service its customer base, Johnsons has a large fleet of vehicles ranging from small light commercial vehicles to 18 tonne rigids.

In 2018, Ian Greatrex, Johnsons' National Logistics Manager, together with Neil Shaw - Motor Risk Consultant at their insurance provider (Aviva), launched a new fleet risk management strategy. The objectives were to reduce incidents associated with slow speed manoeuvres, and repetitive issues involving the same driver. There was also an aspiration to change the internal culture, to encourage a more proactive approach to mitigate loss and risk in the business, encouraged by Aviva's 'Prevention First' strategy. This strategy encompassed the installation of video telematics and DriverMetrics® integrated Driver Risk Index™ assessment and eLearning solution.

JOHNSON
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Driver Risk Index™

In Q1 of 2019, 381 commercial vehicle drivers undertook the Driver Risk Index™ assessment. The most scientifically validated driver risk assessment available, the Driver Risk Index™ accurately identifies the behavioural factors associated with individual driver risk. Every driver received a personalised report detailing their strengths and weaknesses as a driver; together with recommendations for driver development. The overall results from the Driver Risk Index™ informed the development of a highly targeted intervention strategy.

DriverMetrics® eLearning

Drivers were allocated behaviour based e-learning modules, on the basis of their Driver Risk Index™ results. The eLearning programme is designed to address the behavioural and motivational factors associated with crash involvement. Published research demonstrates that DriverMetrics® eLearning improves knowledge, attitudes and behaviours in driving. Modules undertaken by Johnsons' drivers included Journey planning, Thrill seeking, Distractions, Fatigue, Anxiety and Frustrations.

Results

In Q1, 2020, there was a **50% decrease in at-fault incidents** among Johnsons' fleet when compared with Q1, 2019. This represented a **reduction of 63%** on Q1 2018 and was the **lowest rate of recorded at-fault accidents in 10 years.** Whilst the tail end of Q1 2020 saw the emergence of the COVID-19 pandemic in the UK, quarterly mileage was just 1% less than the equivalent period in 2019.

> "Along with the investment Johnsons Workwear has made into vehicle technology, we also wanted to invest in the drivers of those vehicles. DriverMetrics® have helped us achieve this by providing the Driver Risk Index™, enabling us to assess and train drivers in key areas. This has demonstrated our focus and commitment to improving the safety of our workforce, and played a key role in the fantastic results achieved so far in 2020".

Ian Greatrex,
Johnsons' National Logistics Manager

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