

PRESS RELEASE

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MIDAS Reduces Insurance Costs Through Implementing Driver Monitoring Call Centre with Driver Check

MIDAS, the well known vehicle parts and accessories retail chain, has implemented the Driver Check monitoring solution, and after 10 months of operation, has had a noticeable reduction in the number of accidents and a corresponding reduction in insurance excess costs.

“Delivering 600 tonnes of spare parts for vehicle owners every month throughout Southern Africa means that MIDAS fleet vehicles spend a lot of time on the roads. The MIDAS fleet incurs high running costs, and cost reduction is always high on our agenda,” says Ross Dyer, MIDAS operations manager.

“As a management team we needed to come up with ideas on reducing our fleet accident rate, due to high insurance costs for the company. When Driver Check presented their driver monitoring solution, we found it was a perfect match for our objectives, and definitely affordable.”

“With the Driver Check bumper stickers and call centre number on our vehicles, we now have the public engaged in reporting any incidents of poor driver behaviour on the roads. We are notified by SMS and email when an incident is reported, and can take instant action with the driver concerned. We also get monthly statistics reports which track our fleet’s behaviour, showing a range of categories of incidents of varying severity. In this way, we can target the problem areas.”

According to Dyer, MIDAS had previously tried to implement an in-house customer care line, but without a focused call centre system and no procedures for call logging and follow-up, it did not provide the necessary tracking information.

The Driver Check system caters for the large number of vehicles from each of the branches. Each vehicle’s registration details are linked to a particular branch on the system. When a call is logged on the call centre system, the incident notification is immediately SMS’d and emailed to the correct branch manager, who can then instantly address the situation with his driver. At the end of the month, the statistics report for the group as whole can be analysed per branch, and as a whole. This enables norms and trends to be established, and any exceptions and problem areas to be identified.

“We act on every incident,” says Dyer.

“The branch manager discusses the incident with the driver, and can pull up any previous incidents to check on his overall performance. This helps us to place the responsibility back with the driver. If the situation requires it, the driver is referred for driver counselling or even disciplinary procedures in extreme cases. This is motivating the drivers to be on their best behaviour on the roads at all times.”

“We experienced some resistance at first, but with continuing education as to the necessity for road safety, the system has now been accepted by the fleet drivers. It’s all about the drivers taking responsibility for their actions while on duty on the roads,” comments Dyer.

In order not to make the system purely punitive, MIDAS has implemented a driver reward system, including a driver of the month award. The Driver Check statistics are used to track any compliments for drivers, and those drivers with the lowest number of negative incidents are identified. Gift vouchers and promotional items are presented to these drivers.

“We have had the system in place for 10 months now, and our statistics show a definite reduction in the accident rate. And it’s showing on our bottom line - we have paid out less in insurance excesses. In addition to our cost savings, we have also increased the safety of our own drivers, and the safety of the general public on the roads. It’s been a worthwhile implementation, and has enabled MIDAS to be proactive in reducing costs and increasing the safety of our fleet.”

For further information on Driver Check, please contact Gail Robertson on 083 229-5856 or gail@drivercheck.co.za. Web site: www.drivercheck.co.za

Ends.



Parts being loaded into a Midas fleet vehicle



The MIDAS head office

Hi-res photos are available on request from: sue@drivercheck.co.za

About DriverCheck

Driver Check offers a Driver Monitoring Service to South African fleet owners of any size, whether operating a single delivery van or a fleet of hundreds of tankers. Vehicles participating in the service are identified by the Driver Check **bumper sticker** with the Driver Check logo and call centre number on it. This enables concerned motorists to report unsafe driver behaviour. Incidents are logged and reported by the call centre, and communicated through the right channels to the fleet owner. Ultimately our goal is to keep South Africa's roads safe. www.drivercheck.co.za

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