

ARROW EXTERMINATORS PUTS THE BRAKES ON DISTRACTED DRIVING

Atlanta, Ga.-based Arrow Exterminators focuses on reducing distracted driving by partnering with California, Md.-based InSight Mobile Data to launch a new safety program. Since implementing InSight's Complete Fleet Safety Program in early 2018, the multi-state pest management company has experienced significant reductions in "at-fault" collisions and vehicle maintenance spend.

Arrow began by rolling out InSight's software platform StreetEagle in a select number of vehicles, with the goal to have at least one vehicle equipped with a telematics device across its 115 service centers.

Arrow selected drivers for the deployment program who met the following criteria:

- 1) experienced an "at-fault" crash in previous 12 months;
- 2) received a validated bad-driver complaint from the community;
- 3) identifies as needing coaching and additional training; or
- 4) is new to the team and has a high-risk motor vehicle report (MVR).

Over the last 12 months, Arrow had 165 at-fault collisions. Of those, only 12 were drivers with an installed global positioning satellite (GPS) unit. The company also implemented a five-week rolling Driver Behavior GPS Policy, while monitoring and providing feedback on performance with InSight's fleet risk reporting.



Arrow's goal is to have all drivers' safety score below InSight's fleet risk reporting threshold score of 0.75, which is deemed risk-free.

"Arrow has seen a marked reduction in vehicle collisions by utilizing InSight's Fleet Safety Program, which assists our team in identifying high-risk drivers," says Brent Purcell, senior vice president of risk management for Arrow. "The in-cab alerting allows drivers to understand their risky behaviors and take corrective measures to stay more focused on the task at hand: driving safely."

RISKY DRIVING BEHAVIORS

InSight's system provides reporting of braking events in three levels of severity: hard, harsh and severe. "Harsh and severe braking events are directly tied to distracted driving and near misses," says Andrew de la Chapelle, director of business development for InSight. "By understanding the severity of braking events, drivers can be coached on being less distracted and more attentive when driving."

Additionally, when scoring drivers, InSight's



BRENT PURCELL



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solution factors in other risky behaviors — including posted speed limit violations. Speeding accounts for 23 percent of all highway fatalities annually, according to the National Safety Council.

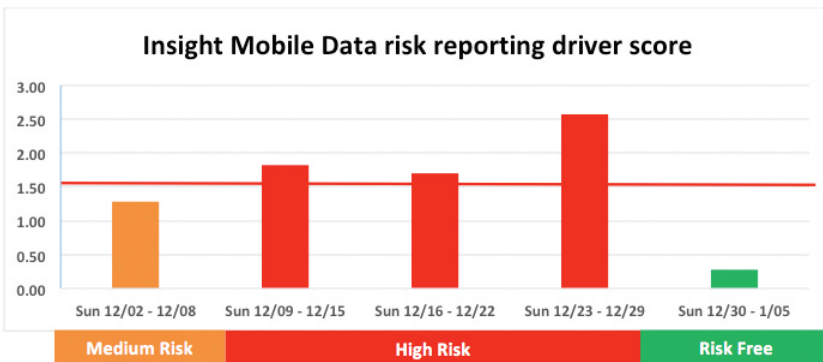
"Reducing speeding violations has a direct relationship with reducing vehicle maintenance costs," says Brooke Freeman, fleet administrator for Arrow. "Less speeding and less braking equals better fuel mileage and less-frequent brake repairs, which provides a quicker return on investment while reducing the risk of rear-end collisions."

Vehicles' fuel efficiency is impacted by driver behavior.

Changing driver behavior and eliminating distractions not only reduces preventable collisions, but also can result in a reduction in annual fuel consumption.

The Complete Fleet Safety Program allows companies to leverage limited resources to simultaneously protect their fleet and reduce their liability exposure by lowering the number of preventable crashes.

"We listen to customers like Arrow, and have enhanced our reporting and driver behavior functionality to deliver even more insight into driver behavior," adds de la Chapelle. "This helps strengthen their commitment to minimizing distracted driving."



Arrow Exterminators Inc. implemented a five-week Driver Behavior GPS Policy for drivers of vehicles equipped with InSight Mobile Data's GPS telematics device. The above chart is an example of a driver's scoring matrix as reported by InSight's fleet risk reporting. SOURCES: BRENT PURCELL AND ANDREW DE LA CHAPELLE



InSight offers various fleet safety solutions, ranging from GPS vehicle tracking and driver behavior monitoring to in-vehicle cameras and driver training. To learn more, call 301.866.1990 or visit [InsightMobileData.com](https://www.insightmobiledata.com).