Medina Dairy
Case Study

Medina Dairy is one of the UK's largest suppliers of milk, dairy and bakery products to UK retailers, wholesalers and food service operators. Medina is responsible for delivering over 400 products on a just-in-time basis for 5,000 locations nationwide.

Medina have a mixed fleet of cars, vans and trucks; with approximately 121 drivers working from 12 depots nationwide that includes their milk processing facility in Portsmouth.

A series of acquisitions had left Medina with a fragmented fleet risk management strategy and therefore the company sought a more proactive and cohesive approach to improve fleet productivity and reduce operating costs.

In the first instance, Medina engaged DriverMetrics® partner, RSA via their broker, Willis Towers Watson to seek out improvements. RSA's fleet team uncovered a range of insurance policies across the fleet, together with inconsistent approaches to risk management.

RSA brought all of Medina's fleet risks under one policy, developed a rigorous focus on risk management by establishing quarterly risk review meetings and helped design training for depot managers (delivered by Willis Towers Watson) that covered key aspects of fleet management.

The RSA team subsequently identified further improvement opportunities and commissioned DriverMetrics® to implement its multi-award winning safety programme for Medina's drivers.

Approach

DriverMetrics® implemented its behavioural driver risk assessment for all drivers in order to accurately identify individual risk profiles.

Drivers subsequently undertook DriverMetrics® eCoaching modules to reduce risks. Finally, some of the highest risk drivers attended a DriverMetrics® 'Insight into Action' workshop, which focuses on changing the specific high risk behaviours identified in each drivers risk profile.

Results

Medina's claims frequency decreased from 46% to around 20% within a 2 year period. A large number of 'nil' claims are also now reported, enabling a proactive approach to handling any third party incidents.

"We found DriverMetrics® online training useful in assessing driver behaviours which is based on their age, driving pattern, number of hours they spend on road along with other parameters which they use for analysis. It gave us viable information which we could work towards in order to reduce those risks. One of them was arranging on site workshops for drivers in high risk band to educate them further on aspects relating to their specific requirements".

Hayat Ali, Senior Operations Manager

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"The course itself is a reminder to all drivers to reflect on the risk areas which go unnoticed in daily life as drivers get accustomed to a standard routine. It was an eye opener for them and the company to see the impact certain elements make on your driving".

Hayat Ali, Senior Operations Manager