Telematics, which brings together the sciences of telecommunications and informatics, is big news these days. When people think of telematics, they think primarily about vehicle tracking using GPS technology. It’s more than that. Telematics provides real-time information about how, when, and where vehicles are driven and it’s an essential component of a well-designed fleet safety program. Liberty Mutual Risk Control Services has made a major investment in the use of telematics in risk management — Managing Vital Driving Performance™ (MVDP™). Our research suggests that MVDP may reduce crash risks associated with aggressive driving and increase safety for our customers that have large numbers of vehicles on the move.

Telematics is about improving the health of businesses. For many organizations it may help increase profitability, improve customer service and trust, and ensure driver and public safety. More than half of large fleets are using telematics. Adoption, however, varies widely by industry.

Companies that invest in telematics frequently improve productivity and increase savings through lower operational expenses. Because telematics is a rich source of unbiased driving data, it also provides businesses with a way to measure and monitor driving behaviors. With objective data, fleet managers are able to give timely feedback on driving performance and quickly change behaviors that don’t meet expectations. In this way, companies are able to address driving issues as they arise and potentially lessen their liability in the event of an at-fault accident. As businesses develop a competitive edge using telematics, they can pass these gains to their customers through reduced costs of services and products.

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Adding Value Through Risk Control

Telematics service providers are not risk experts. They produce “safety reports” and metrics that focus on reducing fuel consumption, extending equipment life, and minimizing carbon emissions — all results of poor driving habits.

Liberty Mutual receives Business Insurance 2016 Innovation Award for Managing Vital Driving Performance.

Liberty Mutual Risk Control Services is widely recognized as a leader in risk control. With MVDP, Liberty Mutual Risk Control Services can help customers reduce the risk of motor vehicle crashes and realize savings associated with the direct and indirect costs of crashes, which can be reinvested in their company.

We have the knowledge and experience to help customers use telematics data to:

- Gain actionable insights about aggressive driving behavior trends
- Build an internal communication plan to set driving expectations
- Implement a root cause analysis to understand what is behind aggressive driving
- Determine appropriate intervention strategies for reducing these behaviors
- Develop a course of action for tracking trends and communicating results to drivers and management — best practices for sustaining positive results over the long-term

Turning Data Into Actionable Insights

Companies often focus on “fixing” the driver when using telematics — MVDP is designed to help customers get to the root causes of aggressive driver behavior.

Because telematics can generate a lot of data (often at sub-second frequency), customers with telematics may be so inundated with event alerts that they turn them off or ignore them altogether. Through MVDP, Liberty Mutual Risk Control Services will help customers determine the most appropriate event parameters for their business and vehicle mix. Our risk control consultants will help them identify high-risk drivers and turn the data into actionable steps the customer can implement to help reduce aggressive driving behaviors.

Who Is It For?

Preliminary studies have shown that the types of customers benefitting from MVDP include those who:

- Currently use or are considering purchasing a telematics service
- Have significant fleet and driver injury exposures
- Have a commitment to reducing the risk of aggressive driving and improving safety

Where Do I Find More Information?

Managing Vital Driving Performance™ is an exciting advance in Liberty Mutual’s risk control efforts. For more information contact your local account executive, territory manager or agency specialist today.

You may also contact the Risk Control Consulting Center by emailing RCConsultingCenter@LibertyMutual.com, from 8:00 a.m. to 8:00 p.m. (EST), Monday through Friday.