

Connected vehicle camera solution helps Krispy Kreme safely deliver doughnuts to over 900 locations every day

With near real-time notification of accidents and incidents, insurance premiums have been lowered, wear and tear reduced and safe driving rewarded.



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**Intelligent
Telematics**

Krispy Kreme wanted a better way to manage fleet efficiencies and provide support to drivers

With a busy fleet delivering fresh doughnuts to more than 900 locations every single morning across the UK, Krispy Kreme are always looking at ways to improve the efficiencies of the fleet. "The challenge for us is to understand what's happening out on the road, and support our drivers the best way we can," says Ben Povey, National Transport Manager at Krispy Kreme UK.

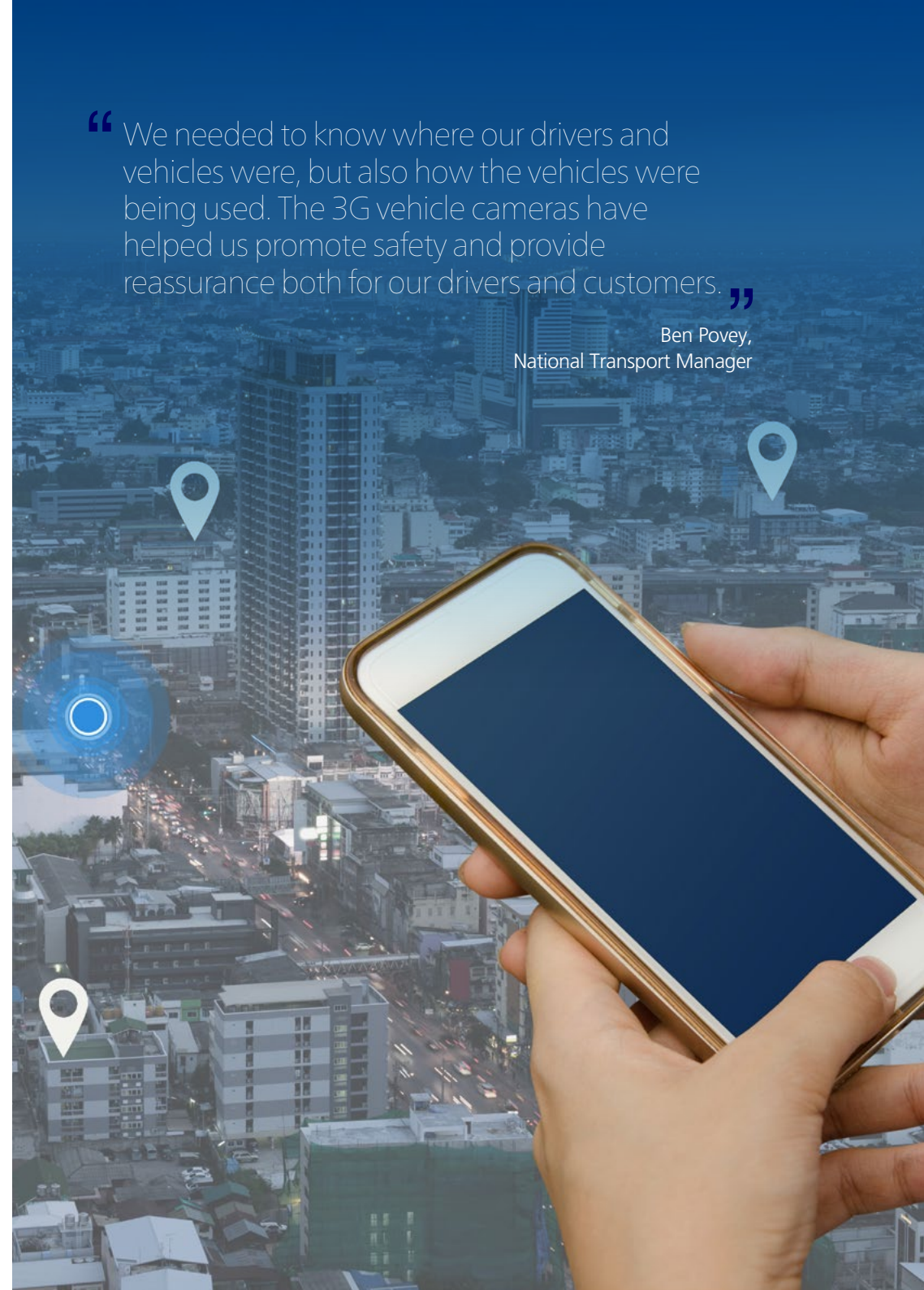
Already using vehicle tracking to monitor driver performance, the company wanted an all-in-one system that would also capture HD video footage. This would provide more insight into what their drivers were experiencing every day on the roads – from capturing collisions, to driving incidents such as harsh braking, accelerating and cornering, which might indicate a near miss.

Before the cameras, many situations would see their driver's word against the other party, and Krispy Kreme would be forced to settle 50/50 claims in the absence of concrete evidence to the contrary. HD video footage of any incident would allow them to support the management of accident claims and significantly reduce their insurance premiums.

But Krispy Kreme wanted to go a step further and ensure that notification of any incident was reported as quickly as possible. This would enable rapid response and support for any drivers and third parties that required it. It would also provide a way to manage any accidents, repairs and insurance claim processes as quickly as possible.

“ We needed to know where our drivers and vehicles were, but also how the vehicles were being used. The 3G vehicle cameras have helped us promote safety and provide reassurance both for our drivers and customers. ”

Ben Povey,
National Transport Manager



“Once we get the footage we decide what action is needed. This could be contacting emergency services, involving insurance for a not-at-fault third party, speaking to the driver about training, recommending disciplinary action or offering recognition of a job well done.”

Ben Povey,
National Transport Manager

O₂ customer story

3G cameras' real-time insight allows immediate response to incidents as they happen

Following an in-depth review process, Krispy Kreme equipped all of their delivery vehicles with the IT1000 3G camera system developed by Intelligent Telematics. The front-mounted camera continually records everything during a vehicle's journey and its on-board accelerometer is calibrated to send a notification in the event of an incident, which could be anything from a collision or near miss to sudden braking.

Crucially, the system uses O₂'s 3G mobile network to connect the cameras to Krispy Kreme and their claims management partner, sopp+sopp. A web-based dashboard allows them to see near real-time video (typically within seconds), track the location of vehicles on a map and view supporting g-force data. The camera also retains the footage on a security-sealed data card that holds several days of driving footage and data.

“Using the camera technology and the O₂ mobile data platform, we can receive notification of an incident within seconds,” says Aron Sopp, Compliance Manager at sopp+sopp. “We can then call the driver, ensure they and any other parties are okay and then capture the information we need to kick-start the claims process straight away.

“The video footage and data shows what happened before, during and after the incident, so we can quickly identify who was at fault and organise rapid repairs for any not-at-fault third parties involved. On average, this leads to total savings of around 35% across the cost of a claim.”

The speed of notification, along with the video evidence, means claims can be settled much quicker, especially in 50/50 disputes. And this means Krispy Kreme (and third party) vehicles spend less time off the road for investigation and repair.

Plans are already underway to incorporate Intelligent Telematics' IT2000 camera system, which uses a second, driver-facing camera to offer additional information about driver behaviour and reaction in the event of an incident. The company is also considering Intelligent Telematics' all-round vehicle cameras, which are particularly suitable for HGVs.

How O₂ helps Intelligent Telematics' camera systems reduce insurance liability

O₂'s 3G network provides the reliable link between the cameras mounted on Krispy Kreme's delivery vehicles and their claims management partner, sopp+sopp.

The 3G solution is much more efficient than a standard memory card camera, which can only be examined after a vehicle has returned to the depot. With 3G, the incident is relayed in near real-time so that each incident can be evaluated as it happens.

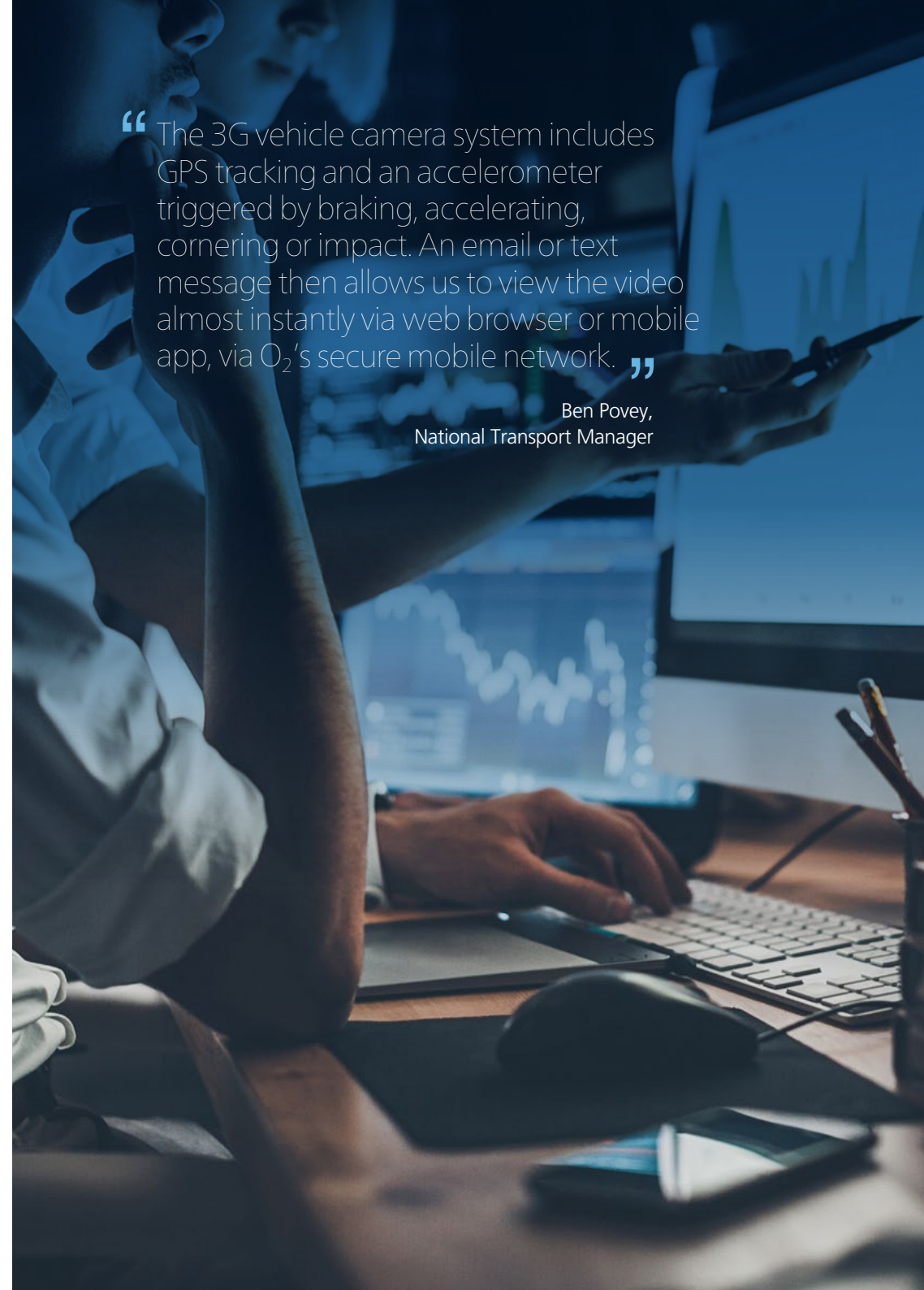
The speed of the reaction means Krispy Kreme can contact the emergency services if needs be, even before the drivers on the scene. They can also notify legal partner Plexus Law in order to settle claims swiftly and efficiently.

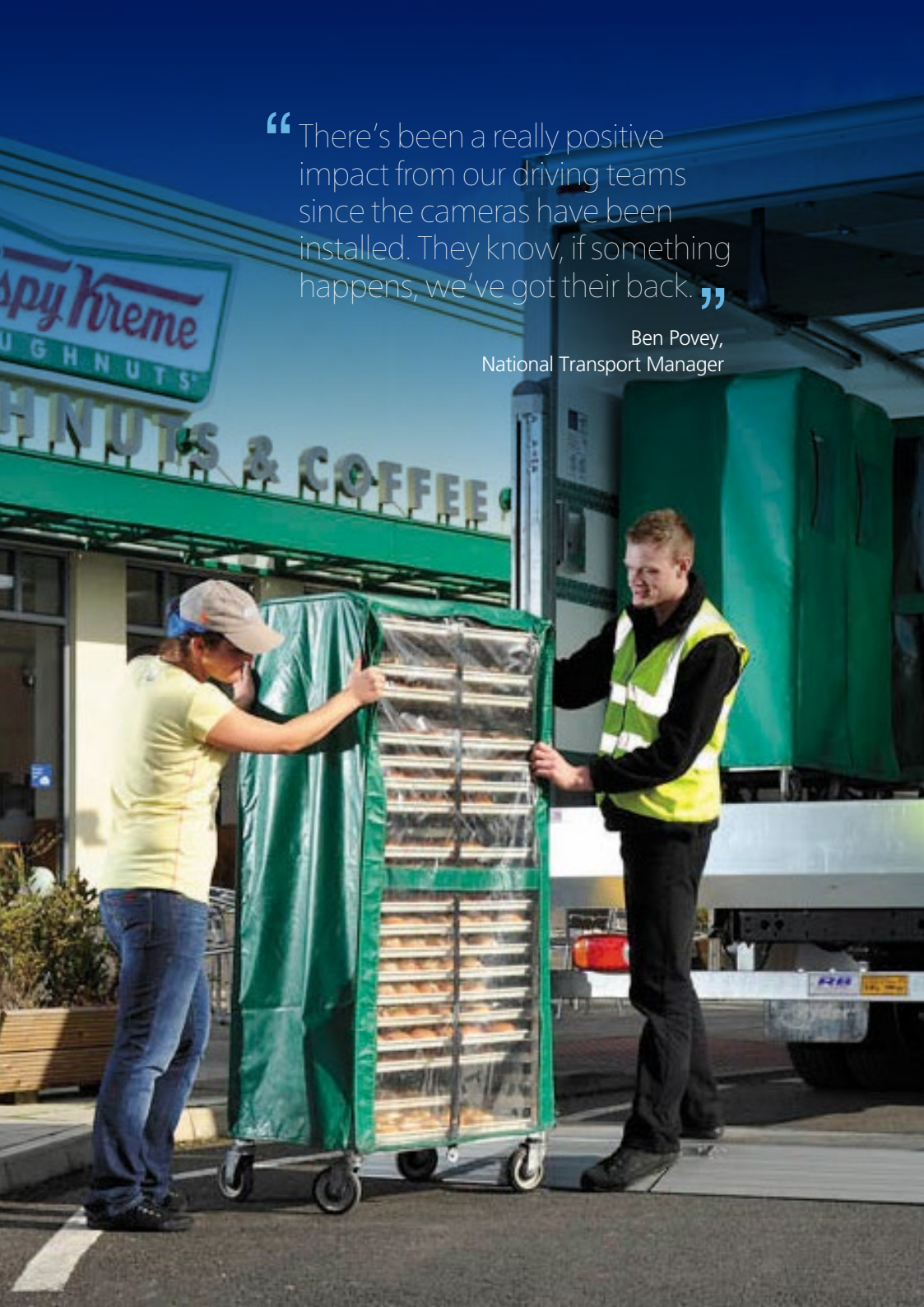
3G vehicle cameras from Intelligent Telematics has helped to achieve:

- An 80% drop in incident and accident frequency
- Falls in high, medium and low g-force triggered incidents – 78%, 53% and 27% respectively
- A reduction in paid motor fleet claims by over 40% over a six-month period
- A drop in the average claims notification period – 14.4 days to 2.9 days
- 100% real-time visibility of all collisions and harsh driving incidents
- Reduced wear and tear costs and improved fuel consumption
- A significant reduction in insurance premiums
- Positive brand perception on the roads

“The 3G vehicle camera system includes GPS tracking and an accelerometer triggered by braking, accelerating, cornering or impact. An email or text message then allows us to view the video almost instantly via web browser or mobile app, via O₂'s secure mobile network.”

Ben Povey,
National Transport Manager





“There’s been a really positive impact from our driving teams since the cameras have been installed. They know, if something happens, we’ve got their back.”

Ben Povey,
National Transport Manager

O₂ customer story



About Krispy Kreme

A much-loved doughnut manufacturer with a global brand and an appetite for growth.

Krispy Kreme UK makes around 220,000 fresh, hand-finished doughnuts each day, and delivers to more than 900 destinations across the country, including supermarkets, motorway service stations and their own nationwide range of shops.

Founded in the US in 1937, the company is now in around 25 territories internationally and has been in the UK since its first store opened in Harrods in 2003.

Harnessing new technology is a key element in Krispy Kreme’s strategy for growth. Its fleet of delivery vans is now equipped with some of the most advanced telematics software and hardware in the country. This has enabled the company to reduce insurance costs and wear and tear on vehicles. It also helps to protect drivers in the case of third party claims and reinforce its positive brand image on the roads.



About Intelligent Telematics

Intelligent Telematics is the leading provider of connected camera solutions to the fleet, road transport and insurance sectors.

The company is responsible for launching the first 3G vehicle camera in the UK and has since introduced the only solution currently available that delivers both integrated driver behaviour monitoring and proactive claims management. This unique and proven approach is already achieving a reduction in accident frequency of 45 per cent, as well as £1,600 of claim cost savings per third-party collision, for major fleet operations.

Intelligent Telematics' IT1000 and IT2000 3G devices are the leading single and dual camera solutions for vehicle operations, providing increased protection against fraudulent insurance claims, false driving allegations and disputed liability. They use the most sophisticated 3G and 4G technology so that HD footage of any collision, near miss or harsh driving incident is captured and automatically transmitted within moments of it happening. Unlike other systems in the marketplace, the videos and supporting data are uploaded to a secure server network with no user intervention required, making them the only truly effective 3G vehicle cameras for First Notification of Loss (FNOL).

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