



65% decline in at-fault incidents for UK's biggest textile services provider.

Since fitting their fleet with VMC4 units and VUE reverse cameras in 2018, Johnsons Workwear reports a 64% reduction in at-fault reversing accidents and 65% reduction in all at-fault accidents.

Challenge

Johnsons Workwear are the UK's biggest textile services provider. They process over 1.7 million items each week (in 2019) and deliver work uniforms to customers around the UK with a fleet of 370 vehicles. Their drivers often need to navigate busy city centres and reverse into loading bays to offload uniforms and garments.

Johnsons Workwear was first referred to VUEgroup through their insurance partner, Aviva, as part of their 'Prevention First' strategy. This initiative focuses on offering their clients a combination of in-house and partner-provided solutions designed to prevent losses to their businesses from ever happening, along with full support when accidents do take place.

Although Johnsons already had low accident rates, they were committed to maximising fleet safety and were keen to adopt this pro-active approach and use VUE's Video Telematics technology to further mitigate risk and loss in their fleet.



Watch the **Johnsons & Aviva Case Study** video on our blog.

Key Challenges

- Already low number of accidents
- Further mitigate risk and loss in their fleet
- Proactive approach to maximising fleet safety

Solution

"We currently use the VMC4 product with the integrated forward facing and reversing cameras, as well as driver facing cameras. We also use the VUEcloud platform which enables us to upload our videos and gives us easy access as well as the insurers."

Ian Greatrex, National Logistics Manager, Johnsons Workwear

After looking at the most common incidents experienced, it was identified that fitting their fleet with reversing cameras would help their drivers navigate the more challenging loading bays and reduce the number of accidents. As a result, in the second half of 2018, Johnsons fitted their fleet with VUE reverse cameras and VMC4 units.

"We've seen a number of benefits with various fleets using the VUE systems, particularly with Johnsons Workwear... they have seen a real reduction in incidents, costs and overall performance from a claims and risk management point of view."

Neil Shaw, Senior Motor Risk Consultant, Aviva

Results

Since fitting their fleet with VUEtech in 2018, Johnsons has seen a clear return on investment. In the first half of 2020 compared to the first half of 2018, Johnsons reported a 64% reduction in at-fault reversing accidents and a 65% reduction in all at-fault accidents.

There has also been a consistent year-on-year decline in the total number of at-fault incidents reported. In Quarter 1 of 2020, Johnsons recorded only 18 incidents, which is a 50% reduction compared to the same quarter in 2019 (36 incidents) and a 63% reduction compared to 2018 (49 incidents).

"VUE's systems have played a vital role in the decline of incidents from 2018 onwards. We've been really pleased with how the product has developed, and VUE are always looking at ways to improve functionality. We look forward to working with VUE in the future and continuing to maximise fleet safety."

Ian Greatrex, National Logistics Manager, Johnsons Workwear

Johnsons has also used the data recorded by the VMC4 devices to help inform driver training and policy improvements. Using the video footage recorded, Johnsons can pick out real-life examples of driving to tailor training to individual drivers, identify specific areas in which drivers can improve and help them take action.

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