



### About the Customer

- Well-known national retailer of auto parts
- More than 5,800 locations, 27 distribution centers, and 40,000 drivers
- Implemented Tourmo Driving Behavior with astonishing measurable results

How a  
national auto  
parts retailer  
improved safety  
and lowered  
costs with  
Tourmo Driving  
Behavior

# A Major National Auto Parts Retailer with Major Safety Concerns

This major automotive parts retailer has as part of its mission: to be the dominant supplier of auto parts in our market by offering our retail customers, professional installers, and jobbers the best combination of price and quality provided with the highest possible service level.



**The challenge of providing a safer working environment for drivers, customers, and partners brought this retailer to Tourmo.**



This customer was suffering from a lack of visibility into their drivers' behavior. They did not have a driver safety program in place and had no data from which to begin implementation of a program. They knew they had a rising rate of accidents along with the associated rising rate of insurance premiums. The only stop-gap initiative they had in place was a "1-800 How's My Driving" program and it was completely ineffective.

The company implemented Tourmo to decrease motor vehicle accidents and fuel costs, start measuring performance against drivers, create a positive driver coaching program, and integrate unbiased driving behavior activity into their awards program.

## The Challenge

- Reduce the risk of accidents
- Find and retain good drivers
- Manage third-party drivers
- Vehicle maintenance costs were increasing
- No time to administer a driving improvement program
- No interest in deploying a multi-million-dollar legacy telematics solution

## Going Beyond 1-800 Feedback with the Tourmo AI-driven Platform

We deployed the Tourmo Contextualized Safe Driving Analysis capability which allowed the customer to process mobility data from any smartphone, tablet, or telematics device to produce deep insights into driving behaviors and eliminate false positives. Our context-aware artificial intelligence takes into account many factors, such as location



and conditions, for a fair and unbiased analysis. This allows managers to manage by exception.

The customer was then able to automate driver feedback, coaching, and recognition: they applied our multidimensional scoring approach which helps companies quantify and communicate driving risk to increase awareness, get driver buy-in, and quickly correct poor driving. Active communication engages the driver and incentivizes good driving behavior.

The Tourmo scorecards, ranking, and benchmarking capability allowed the customer to create scorecards for each driver with their individual behavior scores as well as an overall score. The scorecards let the drivers know how they are doing from week to week.

We supplemented their 1-800 cases with Tourmo Scored Trip Analysis for driver remediation. We provided a mobile phone-based telematics platform (no new hardware) they could use to build trust and start measuring behavior. This enabled a coaching and rewards program from pure technology adoption.

The Tourmo platform created a seamless user experience for mobile users by leveraging their existing telematics investments and allowing automated coaching directly to the drivers via their mobile phones. We created a seamless user experience for management, by integrating the customer's Web Portal directly into their intranet page.

We then trained the customer IT Group how to schedule & manage jobs and to add/remove users, teams, and assets utilizing Tourmo's open API architecture.

## Let the Games Begin

The Tourmo reporting capability is flexible and our ability to create a custom reporting suite to reduce manual intervention or analysis from the customer's rewards team.

Tourmo automated reports based on the awards committee's definition (Most Improved Driver & Top Driver). The awards committee has handed out Top Driver & Most Improved Driver Awards for over 12 months utilizing Tourmo reporting, leading to \$1000s of dollars of rewards to encourage and support positive driving behavior.

## The Results



### DRIVING BEHAVIOR

**40%**  
**decrease**

in risky driving behavior,  
comparing Q2-2021  
vs. Q2-2022.



### IMPROVED SAFETY

**25%**  
**fewer**

accidents which  
helped reduce  
insurance premiums.



### LOWER COSTS

**10%**  
**reduction**

in insurance premiums,  
20% reduction in fuel &  
maintenance costs.



### HIGHER DRIVER SATISFACTION/RETENTION

**50%**  
**increase**

in driver engagement  
and satisfaction, helping  
reduce driver churn.

**ONGOING:** All drivers are now being monitored & assessed for risky driving behavior.



We are happy to add Tourmo's Safety Solution to our workforce across the US and Canada. The easiness to deploy Tourmo's technology via Mobile Device Management to our already-deployed 11,000+ mobile devices and the powerful and proven insights into how to improve driving behavior to our mobile workforce have been the main reasons for our company to move forward with Tourmo.

— **Vice President and Tourmo Customer**  
**Large Auto Parts Delivery Company, United States**



## Let's Make Yours the Next Success Story:

Talk to a Mobility Workflow Automation expert today to learn how you can reduce risky driver behaviors, improve safety, and reduce costs with Tourmo Driving Behavior.

[Schedule a Demo](#)

### About Tourmo

The Tourmo Mobility Workflow Automation Platform is designed for Enterprise organizations with business-critical mobile operations. The AI-powered Tourmo platform provides contextualized business intelligence and real-time workflow decision-making to support the critical network of people, vehicles, customers, and partners these organizations rely on.

Tourmo's SaaS solutions generate automated business process workflows that improve the productivity, safety, satisfaction and sustainability of humans and vehicles.

Unlike telematics and infinite disjointed point products that provide data that must be manually analyzed and actioned through trial and error, Tourmo enables self-service, Automated Artificial Intelligence and Machine Learning insights to generate and communicate actionable workflows in real-time.

Please visit the company's website at **[tourmo.ai](https://www.tourmo.ai)**.

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