

SUCCESS STORY

Safety case study

Oberer's Flowers achieves 50% reduction in claims through fleet safety practices

The challenge

Oberer's Flowers is a leading florist in Dayton, Ohio and the fifth largest florist in the United States. They were experiencing an increase in auto accidents and total severity which resulted in year-over-year auto premium increases. Oberer's Flowers wanted to create a safety culture that was accountable, repeatable, and provided solutions to their specific hiring demographic which includes drivers who are either retirees or college students looking for part time work.

The action plan

Marsh McLennan Agency's (MMA) safety consultants and Oberer's Flowers worked together to create a safety culture. This included:

- Developing new fleet safety policies and procedures
- Integrating standard operating procedures and guidelines
- Introducing a driver incentive program which allows the company to give out bonuses for improved safety
- Creating a daily workflow for safety and fleet operating systems
- Implementing a driver onboarding program which includes a first week orientation and a driver check in process
- Implementation and deployment of dual facing cameras to all fleet vehicles

In addition, MMA worked with Oberer's Flowers' operations managers to build out client specific training videos to include in the onboarding process as well as outline in a training manual for managers.

The result

In 18 months, Oberer's Flowers has revolutionized their fleet safety practices from basic driving assessments on paper to a fully digital system that has independent reporting, tracking and coaching processes. Their employees have new standards and procedures to follow, and they have not only seen a 93% reduction in their unsafe driving events, but have maintained an overall 80% driver risk profile and reduced their total number of claims by 50%. Oberer's Flowers is reinvesting money saved through the reduction in claims into their employee bonus program.

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Client profile



Floral company

50%

reduction in claims

93%

reduction in unsafe driving events

Learn how MMA's safety team can help you obtain measurable results.

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