

# McCulla improves driver behaviour by using truck cameras

Showing drivers where they failed to follow best-practice has improved their score-cards by almost 5%

## About McCulla

On the surface McCulla Transport are a refrigerated haulage company, with a large fleet of vehicles and temperature-controlled trailers. But they also have other services that make them a leading end-to-end provider of ambient, chilled and frozen logistics solutions in Europe.

McCulla own outright 90,000 square feet of chilled and frozen storage split across Dublin and Lisburn. They also have a recently installed ambient store that allows them to offer Temperature Controlled Storage, Order Assembly, Cross Docking, Blast Freezing & Tempering and even Fourth Party Logistics.

## How McCulla use cameras for training

Brian Beattie, Director of Operations at McCulla, outlined how they now make use of the cameras to review driver behaviour and courtesy. Are drivers driving safely and following best-practice? Are there things they could improve?

McCulla's use a combination of checks against their telematics data and the corresponding footage, plus regular general checks of footage. They use the clips as a review and training aid for the drivers to improve their future behaviour.

Brian explained "Being able to have the information at your fingertips and download footage immediately has made our compliance manager's life so much easier. CameraMatics allows us to deliver immediate and visual feedback to drivers."

We asked if improved training was a goal from the beginning. "Actually no. That came about by accident. We had a new driver who we noticed was driving a little more erratically than others, with more harsh braking events. This was shown on our telematics system, so we logged into CameraMatics and took a look at the corresponding videos."

They found he was distracted, so McCulla reviewed the footage with him and explained the issues. Not only did his driving instantly improve but it stayed at the safe levels the company demands.



“ CameraMatics allows us to deliver immediate and visual feedback to drivers ”

Brian Beattie  
Director of Operations  
McCulla Transport



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# Case Study: McCulla Transport



Insurers agreed to co-fund the system because of the reduced fleet risk.

## Two years on...

McCulla have utilised the solution for two years, so how do they make use of it today and what difference it has made to their daily operations?

Brian shared how different teams in their business make use of the CameraMatics system for their own needs.

“For instance our Insurance and Fleet Manager would use it to review footage of accidents and incidents, whereas our Training and Driver Manager uses it for driver training.”

The year-on-year comparisons are impressive. That’s both in terms of improved driver behaviour and the savings they’ve enjoyed. Brian continued,

“Saved fraud attempts alone would have paid for this system for us, so everything else is a bonus. But I guess, from an insurance point of view, and possibly the reason why our insurers agreed to co-fund the system, has been the improvement in our drivers’ scores.

Safer drivers obviously reduces our fleet risk. And that’s purely because we can now have video evidence to back up any telematics data, both positive or negative.”

Training drivers to drive more safely has reduced unnecessary and potentially costly incidents for McCulla, but it’s also taught them to drive more fuel efficiently.

## CameraMatics customers have achieved:



Average savings of **20%** per year on insurance-related costs



**100%** ROI in just 7 months on average



**23%** reduction in accident claims



**72%** drop in erratic or unsafe driving behaviour



**100%** remote vehicle checking with evidence

## The numbers behind the results

Ultimately the team wanted better information at their fingertips. Being a tech-savvy company, they quickly identified additional ways that CameraMatics could help them achieve improved safety and more savings.

McCulla’s driver training has resulted in a 4.8% improvement in their drivers’ score-cards and that has translated to a tangible 3% improvement in fleet MPG. That equates to a staggering £70k to £80k annually.

Brian went on to say that all the factors combined have delivered an annual saving of £200,00 from installing the camera system. His parting comment,

“We always want to be at the leading edge with technology and we were one of the first to make full use of telematics to manage risk. So, adding the CameraMatics system was a very natural next step for us. It has proven itself to be a really good investment, and CameraMatics has proven to be a brilliant partner.”



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