



## SUCCESS STORY

By partnering with DMC risk engineering, a customer recently achieved a 58% reduction in sideswipe crashes, a 50% reduction in rear-end crashes, and a 67% decrease in speeding violations, resulting in estimated savings of over \$1.6M.

After reviewing a customer's loss reports, DMC Risk Engineering found that sideswipe and rear-end collisions were the most frequent preventable crashes. To address this, our risk engineer worked closely with terminal managers across multiple locations, setting safety goals to reduce crashes and speeding violations.

He established regular communications and visits, presenting detailed loss reports with heatmaps to highlight trends and problem areas. Terminal managers were coached to interpret these reports and track trends independently. Training was tailored to address sideswipe and rear-end incidents, focusing on lane awareness, mirror adjustments, and blind spot checks. This process fostered ongoing safety discussions between managers and drivers.

At one terminal, a "safety corner" was created to display educational materials and encourage safety dialogue, boosting driver engagement. Another initiative prioritized speed scores on daily driver scorecards, with bonuses for those who consistently followed speed limits.

These efforts led to a 58% reduction in sideswipe crashes, a 50% reduction in rear-end crashes, and a 67% decrease in speeding violations, saving over \$1.6M. This partnership highlights the value of targeted risk management and the impact of DMC's risk engineering in improving road safety and delivering significant financial savings.

**SCAN THE QR CODE  
TO LEARN HOW WE  
PARTNER WITH YOU  
TO BECOME SAFER.**

