



During its recent Product Showcase and Networking Event, Fleet Response hosted a networking event at the 16th hole of Akron, Ohio's Firestone Country Club where attendees were able to witness Adam Scott en route to winning the Bridgestone invitational.

# IMPLEMENTING A FLEET SAFETY PROGRAM EXPLAINED

Fleet Response recently hosted a seminar led by ADTS Vice President Phil Moser for select clients to mark its headquarters renovation and to emphasize safe fleet behavior.

**BY CHRIS WOLSKI**

It's a no-brainer. Fleets need to have a safety program as part of its business plan in order to run smoothly, efficiently, and — most of all — economically. But the big question is how to set up a policy and make it operational so it is effective and serves the bottom line.

A select group of Fleet Response clients and potential customers received an answer to this crucial “how” during the company's recent Fleet Response Product Showcase and Networking Event.

Throughout a one-hour presentation by Phil Moser, vice president Advanced Driver Training Services (ADTS), the attendees received straightforward, no-nonsense A-to-Z advice on setting up a safety program. ADTS is a provider of driver safety training services and products that include behind-the-wheel training, face-to-face seminars, coaching, and online offerings.

Moser, a regular guest speaker at industry conferences and meetings of trade organizations such as NAFA Fleet Management Association, the Risk & Insurance Managers



(L to R) Mike Hertel of Lonestar Overnight and Tom Armstrong of Thyssenkrupp Elevators joins Allison Lanzilotta and Jeffrey Bonchek of Fleet Response for a VIP tour of Cleveland Browns Stadium as part of the company's recent product showcase and networking event.

Society (RIMS), and the Automotive Fleet & Leasing Association (AFLA), discussed in detail what fleet managers could do to meet the safety needs of their individual fleets.

## Safety Overview

The presentation began with an overview of what a fleet safety program should look like, then proceeded to discuss what steps fleet managers should take to estab-

lish one, and the standards by which it should operate.

Among the safety program elements Moser discussed at length were using driver motor vehicle reports to gauge safety and fitness, fleet accident trend history, how to rate drivers' safety records, and training.

According to Moser, setting up a safety program boils down to asking a couple of simple questions: What are your problems and what are your needs? The answers can then be used to identify specific, individualized solutions for the fleet.

While Moser's presentation was a highlight, the focus of the Fleet Response Product Showcase and Networking Event was to unveil the organization's upgraded and improved online management tools — FleetSuite and Driver History Profile (DHP). FleetSuite is designed for fleet and risk managers to review claim activity, repair updates, maintenance data, subrogation status and fleet safety information. Driver History Profile (DHP) is part of Fleet Response's safety solution, combining driver motor vehicle records with



**(Standing right) Phil Moser, vice president, ADTS, briefs fleet managers on how to set up an effective safety program during Fleet Response's Product Showcase and Networking Event seminar.**

accident data to create a driver's risk profile and assign safety training.

Other activities included attendees sitting with the call center, claims, maintenance, and subrogation department supervisors during which time they were briefed about each department's process regarding claims management, illustrating Fleet Response's processes and what drivers experience when they call in with a claim.

### **Making Connections**

The Fleet Response Product Showcase and Networking Event was also, in part, a celebration, highlighting the Cleveland-based fleet management services company's recently completed headquarters renovation.

The gathering at Fleet Response's headquarters was also a way for the account executives to reconnect with their clients. During Moser's presentation, the account representatives sat with their fleet manager clients. Several potential customers were also invited to attend the activities, and, after Moser's presentation, they received a tour and thorough overview of Fleet Response's business.

The event wasn't all business. Fleet Response made time for fun as well. This included a VIP tour of Cleveland Browns Stadium, the home of the Forest City's professional football team.

The festivities ended at the signature 16th hole of Akron's Firestone Country Club, where attendees were able to witness Adam Scott's first day of play at the Bridgestone invitationals en route to his eventual victory.

While the golf outing was a casual event, Fleet Response's director of sales of marketing Jeff Fender said that it also had a

business function as well. "It was an opportunity for clients and invited potential clients to talk, brainstorm, and network," he observed.

This year also marks Fleet Response's 25th anniversary. The company specializes in custom-designed fleet management services for the corporate fleet industry. 