sambasafety x **serco**

Case Study:

How Serco Lowered Risk Scores & Cut Costs with the SambaSafety Risk Cloud

serco

Serco North America, a division of Serco Group PLC, is one of the world's leading service providers for federal, state, local and provincial governments, as well as commercial clients—helping deliver their vital services more efficiently. With 50,000+ employees in 35 countries, Serco supports defense contracts, civil services, transportation, highway incident management, air traffic control and more—optimizing public services and national security. These operations rely on a diverse fleet of 500+ drivers across North America, operating regulated and non-regulated vehicles, including personnel transport, state and county vehicles, field services, fuel trucks and more.

The Challenge

In late 2023, Serco's Occupational Health and Safety (OH&S) team began working closely with their insurer to identify areas for improvement in their risk management strategy. Their processes were highly manual, requiring many spreadsheets, physical filing cabinets, annual motor vehicle record (MVR) requests and an inefficient driver training program. Seeking a more consolidated and scalable solution that offered ongoing visibility across their field, Serco turned to SambaSafety at the recommendation of both a former colleague and their insurer, Arch.

The Solution

Serco implemented the full suite of SambaSafety Risk Cloud capabilities to expedite risk identification and response time across their business.

MVR Monitoring to Ensure Driver Eligibility

Prior to implementing SambaSafety, the process for monitoring MVRs involved an annual manual review and reliance on driver self-reporting—an approach that, despite the diligent efforts of Project Control Specialist, Kathy Reeves, at Serco, often left critical incidents undetected for months. With SambaSafety's MVR monitoring, Serco now receives automated alerts for license changes and MVR activity, closing the gap in visibility between scheduled MVR pulls and ensuring their drivers remain qualified and safe.

"Since implementing SambaSafety, we've identified at least three disqualifying incidents that drivers failed to report," says Heidi McCaffray, Sr. Manager of Serco's OH&S. "Without it, we wouldn't have known for up to a year."

Telematics Monitoring for a More Complete Picture of Risk

To round out their visibility, Serco also integrated Geotab's telematics data into SambaSafety's platform, creating a more holistic and real-time view of driver risk. With both MVR and telematics insights in one place—and a risk score that factors in all available data—their team confidently enters monthly reviews equipped to evaluate driver performance and address safety issues effectively. Plus, they have data-backed proof to justify training assignments and exonerate drivers when not at fault.

Field-Level Access for Greater Program Adoption

By giving individual program managers direct access to monitor their drivers, Reeves was able to increase adoption of the program and accelerate risk response. Field-level supervisors can now quickly spot risk within their teams and act immediately on alerts from MVR and telematics monitoring.

Online Driver Training for Faster, More Effective Interventions

Serco replaced a manually burdensome and limited training platform with SambaSafety's Online Driver Training, significantly improving intervention speed and effectiveness. They established a structured, data-driven approach to training and coaching for maximum impact on driver safety and performance, including:

- **Onboarding Training:** All new hires complete five required courses within their first 30 days, reinforcing safety expectations from day one. Courses can now be quickly assigned in minutes.
- **Ongoing Refresher Training:** Serco now can train beyond onboarding with a much more proactive approach using SambaSafety's targeted refresher courses, intelligently assigned based on alerts.
- **Built-In Tracking and Accountability:** Reeves closely tracks which trainings are assigned and why, so she can ensure a consistent, programmatic approach for all drivers, as well as enforce 100% completion. Failure to complete assigned training results in driver suspensions, a policy that initially faced resistance but now is widely adopted. Drivers act fast when notified to ensure compliance.

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The one thing that really struck me about the training is the quality and detail. It puts you in the driver's seat of the type of vehicle you're operating, which we've never had before. It's interactive, engaging, and keeps your attention.
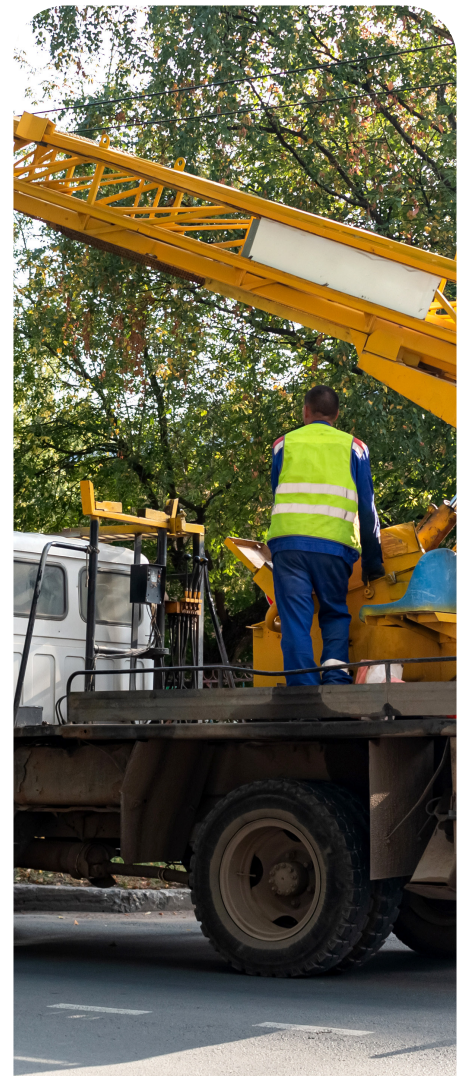
– Heidi McCaffray, Sr. Manager of OH&S

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I like that we have a wide selection of training to choose from, and the course assignment process is not cumbersome like our old system was.

– Kathy Reeves, Project Control Specialist

The Results

Faster, Standardized Action

Once the SambaSafety Platform was implemented, Serco's OH&S team was quick to establish a monthly Road Risk Review Committee to assess high-risk drivers and enforce consistent action, such as training, suspension or other measures. SambaSafety's standardization of MVR and risk scores across states empowers simplified, consistent decisions.

"Five points in Michigan might be something very different than five points in California," says McCaffray. "Leveling this out with SambaSafety allows us to easily apply and maintain our basic scoring and action tables across the business."

Administrative Time Savings

Automated activity alerts, standardized risk scoring and streamlined training administration give Serco real-time access to critical driver data, making safety enforcement far more efficient. Reeves, previously bogged down by manual paperwork and administrative burdens, now runs a streamlined, completely paperless program.

Lower Risk Scores & Claims Costs

By reinforcing safe driving behaviors and standardizing interventions, Serco has dramatically reduced the number of high-risk drivers. Today, the majority of drivers maintain lower risk scores, enabling the team to shift from reactive measures to proactive safety improvements when risks are identified. The improvement in their overall risk profile has resulted in fewer claims and lower deductible payouts to their insurer, Arch.

Big Wins:

Eliminated Paper Process

Improved Overall Risk Scores

Reduced Insurance Deductibles

Accelerated Risk Detection & Response

Increased Training Engagement & Completion

What's Next

As Serco's fleet grows, they will continue working closely with SambaSafety and investing in new technologies to help strengthen their safety program and reduce driving risk.

Ensure Driver Eligibility and Lower Risk Scores Today

Conduct faster, more informed interventions to keep drivers on the road with SambaSafety's continuous license, CSA and telematics monitoring, integrated with online driver training.

WATCH THE DEMO