FloowFleet (logo)

FloowFleet: At a Glance

The market context for fleet telematics

Telematics programmes offer huge advantages to commercial insurance providers and the fleet operators that they serve. Setting premiums on the basis of driver performance allows insurers to more accurately price risk, while fleet managers can track their vehicle assets, deliver against compliance requirements and better manage their risk and safety profile.

Companies adopting telematics are seeing dramatic reductions in accident frequency and severity. According to a recent survey in the USA, approximately half of all drivers are willing to use telematics with their insurance so this is an area ripe for expansion across both commercial and personal lines.

Introducing FloowFleet

Our FloowFleet solution provides a robust, reliable fleet telematics solution that's quick-to-deploy and easy to use. FloowFleet enables commercial lines insurers to bring to market a solution that allows fleet managers to track their vehicles via an OBD or fitted device. By tracking and scoring each journey in real-time and enabling the fleet manager to set geofences, FloowFleet provides control and detailed driver insights, that allow for better management of risk.

We've taken more than six years of experience in building engaging telematics solutions and rolled it into the FloowFleet platform, offering the essential components and features that insurance clients are looking for in a commercial fleet telematics solution. FloowFleet is supported by a strong product roadmap, with multiple feature releases planned over the coming months. Future features include curfews, crash alerts, FNOL and a driver app to give them visibility of their scores.

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Who is FloowFleet targeted at?

FloowFleet is designed to support commercial lines insurers offering policies for small fleets of between two and 25 light duty vehicles such as contractors and company pool vehicles.

How does it work?

Once the fleet customer has agreed to the telematics policy offered by the insurer, on board or fitted devices are installed in the vehicle by our fulfillment partner, who supports logistics and asset management. These devices are programmed for journey data capture. That data is securely processed, stored and provided as follows:

- To the Insurance Provider via a robust and informative insurer portal where they can overview information such as journey scores and mileage information.

- To the Fleet Manager via a detailed management portal that can be accessed on the desktop, a tablet or a mobile device. Fleet Managers can choose to share these insights with their drivers to encourage safer driving

Key features and benefits

For the Insurer:

- A reliable, best in class scoring and analytics engine that helps to identify and manage risk

- Works with OBD or fitted devices to enable efficient data gathering

- The opportunity to offer a range of optional, value-added driver improvement modules for fleet managers to help improve driver behaviour, such as coaching and rewards

- A strong product roadmap which will introduce many new features over time

- Production-ready and highly scalable

- Cost-effective for quick-to-market deployments

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For the Fleet Manager:

- Easy to get up and running to help them track their vehicles, monitor the performance of their drivers to better identify and manage risk, improve driver safety, manage duty of care and better maintain their vehicles

- A powerful scoring engine, producing journey-level information that's straightforward to understand, presented as 'red, amber and green' against a number of scoring categories

- Scores are presented via a robust management information portal, that's accessible via mobile devices, tablets or desktop

- Simple set up of geofences helps fleet managers monitor and protect their assets by keeping them notified of events or triggers for each vehicle

- Access to additional driver improvement programmes offered optionally by the insurer e.g. driver coaching and rewards

For the Fleet Driver:

- Insights into their driver behaviour provided by the fleet manager help them to identify areas for improvement and encourage them to drive more safely, reducing accidents

- The best drivers will be very visible to their employers; those with room for improvement can benefit from potential access to education and coaching

FloowFleet scoring

At the heart of FloowFleet is our ability to analyse and score journey data across a number of behavioural and contextual factors:

Speed: a measure of how safe the speed the car is travelling is

Smooth driving: a measure of the driver's anticipation including acceleration, braking and cornering

Fatigue: a measure of the length of a journey. After a continuous journey of 2 hours, driver fatigue can set in

Time of day: a measure which considers the time of day or night of the journey. Driving during the night is around 10 times riskier than driving during the daytime

We turn each journey into a total score, and with FloowFleet it's possible to understand the contributory components of that score. This helps a fleet manager to understand if a driver is regularly driving too fast, or perhaps accelerating and braking too harshly.

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Optional programmes to improve driver behaviour

With FloowFleet it's possible to use journey data and scoring gathered over time and use it to identify drivers and behaviours that might benefit from additional education, support and coaching. The Floow's FloowCoach programme is an optional capability that allows insurers to encourage fleet managers to invite their lowest scoring drivers to participate in a 12 week, telephone based coaching programme which is proven to improve driver safety and reduce accidents. It's also possible to add in driver incentives and rewards into FloowFleet. These might be in the form of small rewards, such as vouchers or gift cards for score improvements, or badges and leaderboards.

Customising FloowFleet

FloowFleet is very much customisable from a brand and appearance perspective so an insurer can deliver an appropriately branded portal for use by the fleet manager and by their agents.

Our approach to data security

You can trust The Floow to process and store journey data safely and reliably. We have a focused and holistic approach to data protection which spans all parts of our business and processes. We are certified compliant with:

- ISO 27001 (the international standard for Information Security Management) and

- ISO 9001 (the international standard for Quality Management Systems)

Find out more

For more information or to arrange a demo on FloowFleet, please visit www.thefloow.com/what-we-do

Additional FloowFleet related materials can be requested at info@thefloow.com

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