



Drivosity and Calamp Tackle Driver Safety In Quick-Service Delivery

Integrated telematics solutions from CalAmp enabled Drivosity to bolster driver safety and maximize productivity for quick-service delivery operations.

Client

Drivosity

Challenge

- Improve quick-service delivery driver safety
- Mitigate spiking insurance costs tied to increased driving incidents
- Avoid installing hardware in employee-owned cars

Solution

- CalAmp telematics hardware and intelligence

Results

- Significant reduction in unsafe driving behaviors, auto claims, and customer complaints
- Improved operational efficiency and profitability based on trade area optimization



Background

Quick-service restaurant (QSR) delivery is a \$33B market in the US¹. Roughly half of this spend is tied to pizza deliveries², made by tens of thousands of drivers operating personal vehicles under their own auto insurance policies. To protect against lawsuits resulting in liabilities beyond employees' policy coverage, store owners rely on "Hired and Non-Owned Auto" (HNOA) insurance policies. Increased driving incidents and underwriting losses in QSR delivery have inflated HNOA and Workers' Compensation rates, directly impacting profitability.

Drivosity is a growing technology company based in Orlando, Florida, with an innovative platform that strengthens QSR delivery driver safety and efficiency, helping mitigate insurance price increases. Drivosity's safety and productivity solutions combine an intuitive user experience with ultra-reliable CalAmp telematics hardware and intelligence to gamify driver performance. The result: a sustained track record of operational excellence achieved by leading QSR delivery brands. Drivosity now partners with 3 of the 4 largest pizza delivery brands in the US, tracking 45,000-50,000 average drivers per month from both corporate stores and franchisees.

Challenge

The Imperative for Driving Safety in QSR Delivery

According to a 2021 U.S. Bureau of Labor Statistics report, from 2015-2019 there were 233 fatalities due to driving incidents among "driver/sales workers"³, the category for QSR delivery drivers. In 2019 alone there were 60 driving fatalities and 940 non-fatal injuries requiring time off from work. In addition to the delivery drivers affected, one would assume the additional fatalities, injuries, and property damage incurred by other parties in delivery driver-involved incidents amplify the impact of these injury statistics. Underwriting losses for all of Commercial Auto, including company-owned and employee-owned vehicles, totaled \$16.3B from 2015-2019⁴.

For context regarding the level of risk among driver/sales workers, consider the driving fatality rate for law enforcement, a very high-risk job. Specifically, in 2019 there were 700,000 patrol officers in the US, with 89 fatal work injuries recorded. Of these, 43 were involved in traffic violation stops, vehicular pursuits, motor vehicle crashes, or were struck by vehicles⁵. With fewer drivers and more deaths, driver/sales workers had a much higher fatality rate than police and sheriffs on patrol.

Telematics Adoption

Despite the scale of operations and risk associated with QSR delivery, the use of telematics technology for improving driver safety and efficiency has lagged behind that of other transportation-related sectors. A primary reason for this delayed adoption has been the prevalence of employee-owned automobiles used for deliveries. Employers cannot install telematics devices in employee-owned cars.

Solution

Objective Driver Scoring

The foundation for Drivosity's safety solution is DRIVESCORE®, a quantitative measure of driving safety performance. Each driver begins with a score of 100, and deductions are applied for unsafe driving behaviors, including speeding and harsh braking, acceleration, and cornering. These criteria are ideal indicators of driver safety based on a 2009 study by the National Highway Traffic Safety Administration (NHTSA). The analysis concluded that unsafe drivers are about twice as likely to brake harshly, turn their vehicles at greater than 0.30 g, and drive and accelerate at inappropriate speeds. These unsafe drivers also have a greater chance of being involved in a car accident.

By scoring drivers on these risky behaviors, Drivosity can gamify safe driving and achieve the desired result. Driver scores are typically displayed on 55" screens inside stores, ensuring transparency around performance. Drivers who reach a score of 80 or below are flagged as more likely to be involved in an accident and coached accordingly. Store owners use this empirical data to help secure more favorable pricing from insurance providers.



To work around the inability to install hardware in employees' vehicles, the Drivosity team engineered a simple but elegant solution: they installed telematics gateways in the "car-topper" signage used by QSR delivery brands for delivery identification and brand promotion. When a shift starts, each driver pulls a sign from a charger bank in the store and securely fixes it to the roof of their vehicle using four powerful magnets. The signs remain in place throughout the shift while driving behavior is tracked.

In architecting the solution, Drivosity scrutinized each component based on the ability to continually perform in harsh environments. According to Scott Tanis, Drivosity Vice President of Operations, "Drivers do not take care of car toppers. They sometimes throw them against the wall, so we designed a system to withstand this treatment. Drivers also do not mount the car topper in the exact same orientation every time. It can be right-side, left-side, taxicab-style, or long-style. The CalAmp unit calibrates very quickly in order to begin tracking as the vehicle leaves the store."

Maximizing Productivity

Beyond safety, individual driver and collective team efficiency are critical performance metrics for QSR delivery brand success. Colloquially, Tanis states, "We want drivers to hustle on their feet, but not on the street." So, Drivosity developed "hustle time" metrics measuring specific delivery time intervals, excluding time spent physically driving. These include the time between:

- Driver dispatched and vehicle leaving the store
- Arriving at and leaving customer location
- Arriving back at store and checking in for next delivery

Trade area optimization is another critical measure of efficiency Drivosity delivers. By analyzing actual drive times, store owners can quickly adjust geographic coverage to eliminate unprofitable locations that simply take too long to cover.

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— Scott Tanis, Vice President of Operations, Drivosity

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Result

Post-implementation, store operators have routinely seen qualitative improvement in safety culture and measurable improvement in driving behaviors, frequency of customer complaints, and number of accidents. For example, one franchisee now operating 45 locations saw the number of claims plummet from four per store annually to under one claim per store per year.

Drivosity has consistently delivered better operational efficiency as well. In one notable example, a Drivosity customer in Florida adjusted coverage areas and built an additional store in a targeted location based on precision telematics data. This resulted in a substantially more profitable regional operation.

A full slate of interviews with store owners, operators, managers, and drivers, outlining the benefits they have realized from this technology can be viewed at www.drivosity.com/customer-stories.

“For us, CalAmp is the gold standard for telematics and safety”, concluded Tanis. “The technology has proven to be very valuable. It is extremely reliable, durable, and easy to use. Outside of the product, customer support has been a strength with the CalAmp relationship as well. “We’ve really liked the team we work with and we have continually kept in contact.”

1. [Limited service restaurants delivery market size in the U.S. 2018-2022](#)
2. [Consumer spending on pizza delivery in the United States from 2004 to 2022](#)
3. [Fatal injuries at a 5-year high for driver/sales workers in 2019](#)
4. [Commercial Auto insurers face an environment of continuing challenges](#)
5. [FBI Releases 2019 Statistics on Law Enforcement Officers Killed in the Line of Duty](#)



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