

## CASE STUDY

# AFE Group improves fleet safety thanks to QBE's risk management solutions



The AFE Group is a leading international business specialising in the innovative design, manufacture and service support of professional cooking, bakery and refrigeration equipment for the global food service market.



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**Tim Smith**  
**AFE Group CEO**



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**In the UK, AFE Group operates a 450-strong fleet through its highly respected brands that include Williams Refrigeration, Falcon Foodservice Equipment, Mono Bakery Equipment, Millers Vanguard and Serviceline.**

As part of a longstanding partnership with QBE Insurance, AFE benefits from a range of risk management solutions. This is all part of QBE's proactive and committed approach to helping AFE Group improve overall safety and drive down collisions.

Services used include online driver profiling, e-driver training, driving licence checks, in-vehicle dashcams, telematics and on-road defensive driver training.

Tim Smith, AFE Group's CEO, explains, "Our aim is for employees to leave home and return safely every day, which means we must demonstrate best practice in all aspects of safe driving.

"All drivers complete the online driver profiling to assess their risk levels and receive tailored e-learning modules to address that risk.

"Any driver involved in a collision is also asked to re-sit their driver profiling plus undertake any modules relevant to the type of incident they have been involved in.

"There are around 20 different online driver training modules which means we can improve our driver behaviour in all aspects of safe driving. These include areas such as concentration and observation, avoiding hitting third party in the rear, hazard perception, speed awareness and so on.

"Further still, we pinpoint our most frequent risk trends through our claims experience and apply web-based training relevant to these so that we are being even more proactive in driving down our incident levels."

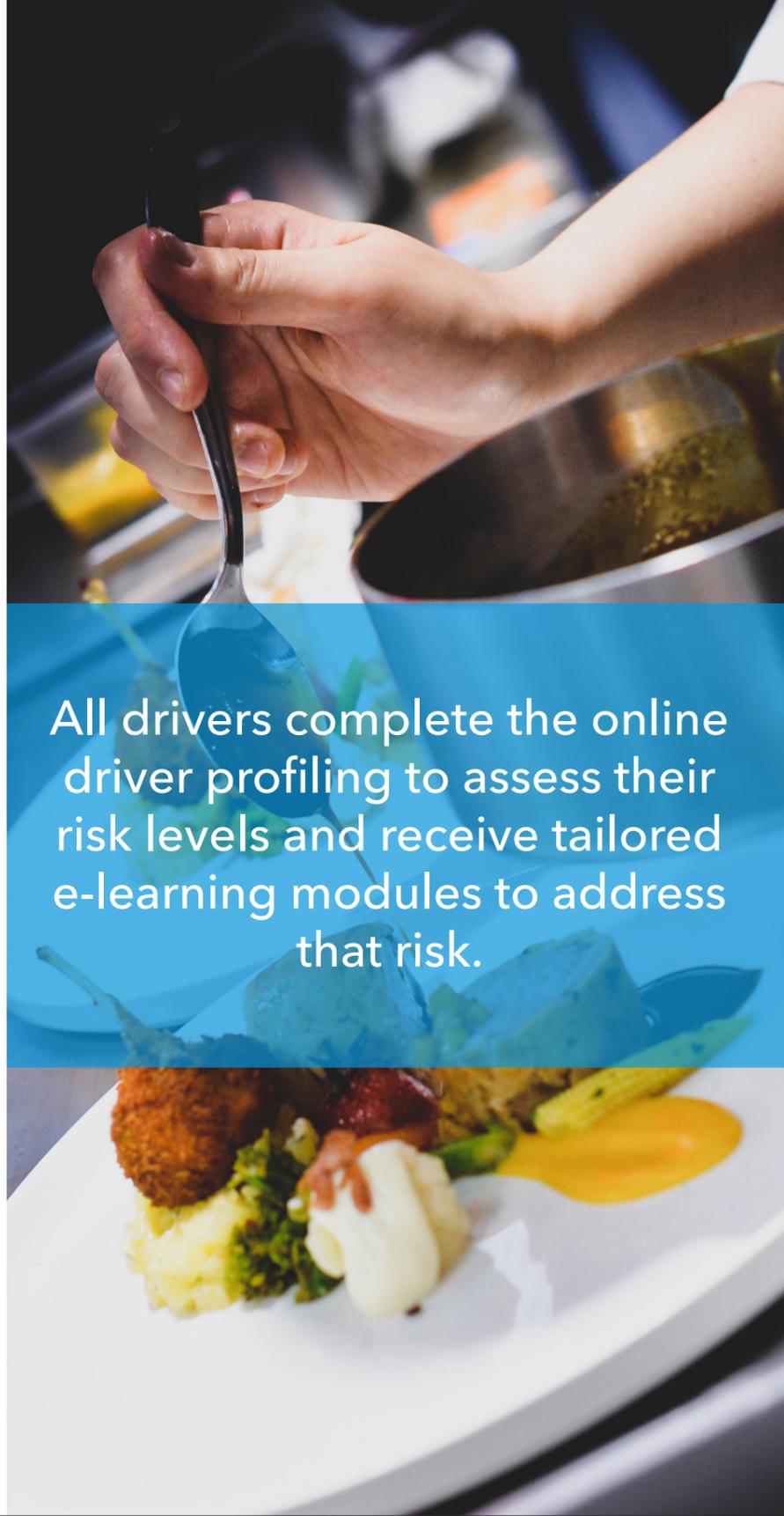
**Being pre-emptive has certainly paid dividends, with AFE Group seeing a strong reduction in the number of collisions and an improvement in its claims' history.**

The combination of measures, which also include the dashcams, telematics and on road training all contribute to help make the company's drivers safer when they go out on the road.

Progress is reviewed, and actions for further road safety measures agreed, at quarterly risk management forums which are attended by each AFE group company and QBE's risk management experts.

"AFE Group takes an extremely positive approach to improving road safety and driving down claims by embracing our risk management solutions across all of their operating divisions," said Jim Billings, QBE's senior risk manager, Motor Risk Solutions.

"The combination of measures we offer are designed to reduce risk across the fleet, and our clients benefit from advice and support from our highly qualified team of risk management experts."



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