

# Better, Safer Driving

## Sales Cosmetics Case Study



SALES COSMETICS LTD

## TURNING THE CORNER ON CRASHES

*"Absolutely, ALLY works for us. It is a very simple to use, driver support tool and in the five-years since we deployed it among our sales team, our collisions have reduced by 90%"*

**Ciarán McCourt**  
Managing Director

### Executive Summary

Dublin-based Sales Cosmetics Limited (SCL) is the leading colour cosmetics supplier in Ireland, responsible for the distribution the brands essence and Catrice. SCL works with all major retailers and pharmacies.

Faced with rising motor insurance claims and costs, SCL engaged DriverFocus to deliver an effective safe and efficient driving programme.

ALLY - a pioneering mobile telematics app developed in Ireland - was rolled out to the SCL sales team and resulted in sustained reduction in crashes and a return on investment (ROI) of more than 900%.

### Challenges

2015 wasn't a good year on the road for the SCL sales team.

A series of collisions involving SCL's company cars resulted in significant uninsured cost to the business along with a subsequent increase in fleet insurance.

Then SCL's insurance broker recommended a mobile telematics app from DriverFocus to monitor driving behaviour and reduce risk exposure.



## How ALLY Helped

The first week of 2016 saw SCL commence a three-month trial of **ALLY** across its team of 10 salespeople. Users reported finding the app easy to setup and that it helped increase their awareness of how they were driving.

Similarly, SCL's office manager could now access a dashboard showing each driver's colour-coded, safe driving score, how this changed over time and key events such as harsh braking, accelerations and speeding.

ALLY reports were also used to give relevant and supportive feedback to the sales team in person, at monthly meetings and via email. The combination of **ALLY** insights and regular follow-up by management was instrumental in changing performance on the road.

## Results, Return on Investment and Future Plans

Results came quickly.

2016 saw zero at-fault collisions and this has continued to date. Part of this is recognising that driving risk has not gone away, so SCL management continues to discuss driving for work topics, behaviour and good practices at every opportunity.

***"I would be very happy to recommend ALLY to any car or van fleet operator who wants to protect staff and avoid unnecessary crash costs"***

**Ciarán McCourt | Managing Director**



SCL Sales Team has also benchmarked favourably against other ALLY clients and each sales person can self-monitor their own 30-day driving score and against their peers.

In November 2020, SCL's Financial Controller prepared a review of the effect of ALLY on business operations over the period of almost five years. This found cost-savings resulting from reductions in fuel-use, servicing, maintenance items such as tyres, insurance payments along with other crash-related expenses (such as staff downtime).

The bottom-line in financial terms, shows a sizable return on investment in **ALLY** of 920%. SCL can also clearly show support for their drivers' wellbeing and care.

Of course, the SCL Sales Team are also winners as they have avoided crashes thanks in no small part to the positive support from SCL and the driver-friendly **ALLY** app.

