



# Does the fleet have a telematics system deployed?

**Yes**

What's the primary purpose of using a telematics system?

## Business Operations

Brightmile focuses on driver safety, so wouldn't displace a traditional telematics system for this type of fleet. However, if the fleet doesn't use, or isn't happy with, the driver safety functionality of the current telematics system, it might be advisable to deploy Brightmile for driver safety and run two systems in parallel as a "best of breed" solution.

## Fleet and Driver Safety

Brightmile is a new form of telematics that focuses on driver safety and can be deployed to drivers' smartphones or tablets. There's no hardware installation and no location tracking. Brightmile could be a cost effective solution, if a change is being considered.

**No**

Why hasn't the fleet deployed a telematics system?

## Cost

Brightmile is a new form of telematics that focuses on driver safety and can be deployed to drivers' smartphones or tablets. There's no hardware installation and at £4 per driver per month + VAT, with bursary support available, it's a cost effective solution.

## Hassle and Resourcing

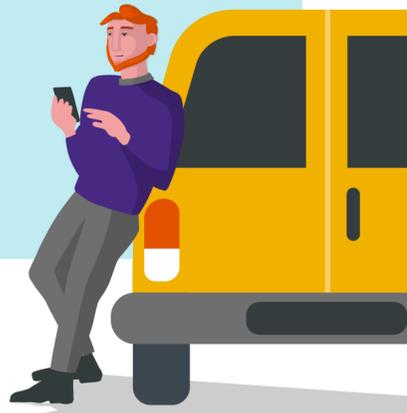
Brightmile is a new form of telematics that's deployed to drivers' smartphones or tablets. There's no hardware installation, so drivers can be added or removed in seconds via the cloud. The Brightmile Customer Success Manager runs the programme, so minimal resourcing is required.

## Driver Pushback

Brightmile is a new form of telematics that focuses on driver safety and can be deployed to drivers' smartphones or tablets. There's no location tracking. Points and prizes are awarded for safe driving, and the app focuses on positive reinforcement.

## Unconvinced of Impact

AXA and Brightmile have been working together for several years. Case studies are available to illustrate the potential positive impact on claims performance.



For more information, please reach out to our team at [axa@brightmile.io](mailto:axa@brightmile.io)