

New fleet risk management system drives competitive advantage

Companies seeking competitive advantage need a way to differentiate themselves in the market place by creating and implementing a fleet risk management system that addresses the issues preventing effective and efficient management of their fleet and related risks.

Directors and senior managers often treat fleet and related operations as a Cinderella subject, but as businesses seek improved efficiencies and cost reductions, the need to identify and control risks across their whole operation is a key component of effective management control.

The ever-growing need to balance risks and costs requires the enhanced control of enterprise-wide fleet and related risks, according to John Stevens, MD of Hertfordshire-based fleetriskprofiler.com.

He said: "We believe that thousands of organisations don't thoroughly identify and as-

sess their total risks and therefore don't implement a full range of solutions that enhance the management of their fleet and related operations. It is for those reasons that Fleet Risk Profiler has been launched. It assesses an organisation's risks using 16 risk factors including vehicles, drivers, management support, site, loads, journey and delivery. Risk managing status is then identified using a unique method of analysing responses to a large number of data sets around risk factors affecting business performance.

Fleet Risk Profiler enables organisations to conduct an in-depth risk based analysis and control their entire operations across all risk areas, internally, externally and on a multi-national basis.

Non-prescriptive management reports and detailed analysis enable organisations to measure their performance and benchmark



◀ John Stevens, managing director, Fleet Risk Profiler, chairman, IRM Transport & Logistics Group and international speaker on risk management.

themselves internally at any level, externally against other organisations and on a year-on-year basis.

Mr Stevens, who has spent 30 years in corporate risk management, including managing the worldwide operations of BOC Group Healthcare, said: "Organisations with a comprehensive and effective risk management system at all levels covering their total fleet and related operations are much better pre-

pared than those businesses who take a piecemeal approach to risk. Organisations that only assess one area of their operations, for example drivers, will not identify the risks within their total operations and their supply chain. Ill-prepared businesses will not be able to take full advantage of their business opportunities and can face significant consequences as a result."

Directors and senior managers must ask themselves if they know where strategic, management and operational failures are creating risks. "Our system will enable them to take a holistic and strategic approach to fleet risk management, enabling them to prove to stakeholders, regulators and insurers that they are 'in control' and taking full advantage of commercial opportunities available to them."

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