



Direct Sameday

Case Study





“It’s a tough world out there for drivers, and it’s not getting any easier. At Direct Sameday, we’re doing all that we can to protect our drivers.”

“They have enough issues out on the road without having to think about ‘what if?’. That’s my job – so anything we can do to make their job easier, then that’s great. Benefiting from other reduced costs is an added bonus.”

Robert Tann, Operations Manager

The Challenge

Direct Sameday specialises in collecting and delivering goods for their customers, all in the **same day**. They don’t need warehousing facilities, so they focus on getting their vans and trucks out on the road to meet those tight deadlines, when tomorrow is too late.

With over **60 vehicles** composed of vans for smaller loads, all the way up to articulated lorries, their main concern is equipping drivers with the knowledge they need to do their job efficiently and safely out on the road.

An important part of Direct Sameday’s values, they want to do everything they can to **support** and **protect their drivers**. And with ever-increasing insurance premiums too, they looked to Microlise for an answer.



The Approach

At the Microlise Transport Conference, we introduced Robert and the Direct Sameday team to **Flare**, giving them the opportunity to see the system and realise its potential.

Flare is our leading Driver Hazard Warning system. It's a sophisticated alert system that gives drivers 360-degree hazard awareness and notifies drivers of potential hazards up ahead.

These hazards include **static hazards** such as low bridges and upcoming width or height restrictions. Plus, drivers also receive warnings of more **dynamic hazards** like vulnerable road users (VRUs) and changing road conditions, debris or dreaded potholes.

Examples of hazards alerts

Static Hazards



Low Bridges



Width Restrictions



Weight Restrictions

Dynamic Hazards



Vulnerable
Road Users



Weather
Conditions



High Risks
Areas



Debris On
Road



Damages &
Pot Holes



So Flare is great news for both Direct Sameday drivers and VRUs! Drivers are **notified** when a cyclist, motorcyclist or e-scooter rider is in proximity of the van or truck, especially if they are within blind spots.

Integrated with the Bolt e-scooter app, Flare is already ahead of the game, tapping into Bolt's GPS technology, to ping up alerts of e-scooter and e-bike riders. Flare's connectivity to **all types of road users** is setting the standard for other driver hazard warning systems.

The Results

Flare helps deliver a **safe** and **seamless driving experience** where drivers can concentrate on the job at hand. The system runs in the background, allowing drivers to concentrate on the road ahead, but should a hazard be detected, the unit will alert the driver and **action can be taken**.

In terms of insurance costs, Flare has seen a direct impact in reducing Direct Sameday's annual premium. Their insurers were impressed by their proactive approach to reducing accidents and incidents by adopting Flare. Direct Sameday also secured a 2-year fixed deal to help them manage costs for the future.

For the Direct Sameday team, they are also using Flare internally. All their employees are encouraged to **download the Flare App** which proactively notifies drivers of their presence in the yard.

What Next?




Direct Sameday continues to invest in their drivers, their technology to help make a positive contribution out on the roads.

Learn more about Direct Sameday's journey with us.





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