

The Proactive Grocer

A Data-Driven Guide to Modern Delivery

Road safety is entering a new era. For years, fleet risk management has relied on reacting to incidents after they occur—addressing problems one driver at a time. Today, that model is no longer enough.

This guide shines a spotlight on how leading fleets are shifting from reactive risk management to proactive safety leadership. Powered by real-time visibility, AI-driven insights, and scalable driver coaching, organisations can now identify, predict, and prevent risk before it leads to incidents.

Drawing on the Samsara Safety Report, a cohort analysis of anonymized, aggregated data points from thousands of fleets worldwide, this guide provides a clear safety benchmark—highlighting where risks emerge, how they evolve over time, and what best-in-class fleets are doing to reduce them. The findings show that with the right technology and strategy, safety improvements are not only immediate, but sustained.



Key Takeaways

Retail Fleet Safety Risks & Opportunities

Retail and consumer product fleets operate in one of the most demanding delivery environments—where speed, connectivity, and customer expectations intersect with elevated road risk. The data highlights a clear and urgent safety challenge, but also a significant opportunity for improvement.

Distraction is the Primary Risk Driver

Retail fleets show the highest levels of mobile device usage across all sectors, with drivers recording **217% above the global baseline**. This reliance on devices for navigation, communication, and delivery updates introduces a critical and persistent safety risk.

Higher Distraction Correlates with Increased Crashes

This elevated mobile usage is closely linked to performance outcomes, with retail fleets experiencing a **29% higher crash rate** compared to the global average—highlighting distraction as a leading contributor to incidents.

Operational Pressure Amplifies Risky Behaviours

Tight delivery windows and high customer expectations contribute to increased on-road pressure, resulting in:

- **+10% higher rates of harsh driving events** (braking, acceleration, turning)
- **+4% higher rates of speeding incidents**

Together, these behaviours compound overall risk exposure in already complex urban environments.

217%

Higher mobile device usage
than the global baseline

29%

Higher crash rate compared
to the global average

+10%

Increase in harsh driving events
(braking, acceleration, turning)

+4%

Increase in speeding incidents
due to on-road pressure

AI Intervention Significantly Reduces Risk

Fleets that implement AI-driven safety interventions—particularly distracted driving alerts and in-cab coaching—see dramatic improvements:

- **Up to 96% reduction in mobile usage over 30 months**
- Significant decreases in at-fault incidents through real-time driver feedback

This demonstrates that high-risk behaviours are not fixed—they are highly responsive to the right technology and coaching approach.

Large-Scale Impact on Cost and Safety Performance

Beyond safety outcomes, improved driver behaviour directly supports business performance. Sysco GB - a leading UK foodservice distributor operating 2,000+ vehicles across 32 depots - achieved:

40%

reduction in road traffic accidents within three months

15%

year-on-year reduction in insured costs

10%

year-on-year reduction in average claims cost

90%+

of drivers achieving the fleet's average safety performance score

This reinforces that safety is not just a compliance requirement, but a lever for operational resilience and workforce stability.



Retail & Consumer Products

Spotlight on Distraction Risk

For retail fleets, connectivity is essential—but it comes at a cost. Drivers rely heavily on mobile devices for routing, communication, and customer updates, creating a constant tension between operational efficiency and safe driving.

AI-powered distracted driving alerts provide a practical solution, enabling fleets to maintain digital workflows while proactively reducing risk in real time. By alerting drivers the moment unsafe behaviour occurs, fleets can intervene before incidents happen—without disrupting operations.

Advancing Protection

The Impact of a Complete AI Safety Solution

To understand how AI accelerates safety, we compared standard fleet performance against those implementing the “gold standard”: Samsara’s complete AI safety solution. This suite includes dual-facing AI dash cams, real-time in-cab alerts, and automated driver coaching.

Crash Rate Reduction

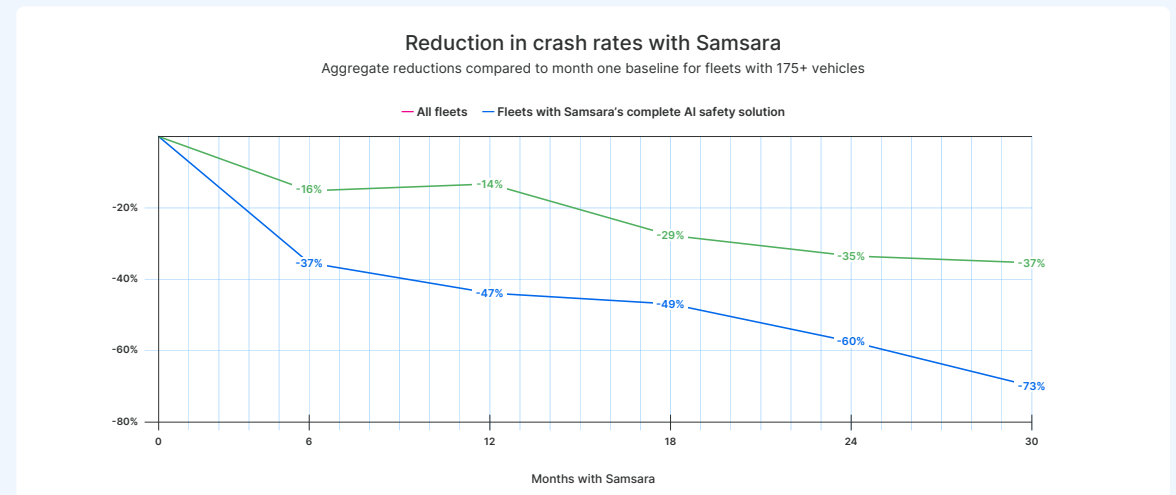
Fleets with 175+ vehicles using Samsara’s complete AI safety solution achieve a 73% reduction in crash rates over 30 months.

Comparative Advantage

This 73% reduction is nearly double the 37% reduction seen by fleets with 175+ vehicles overall.

Hardware Efficacy

Fleets that implement Dual-Facing Dash Cams see an aggregate reduction in crash rate 2x greater than those that implement Front-Facing Dash Cams alone, as Dual-Facing Dash Cams provide visibility into both the road and driver behaviours like drowsiness or distraction.



Global Safety Benchmarks

Understanding Regional Risk Patterns

Road risk varies significantly by region, shaped by factors such as enforcement, infrastructure, and traffic density. While this guide focuses on retail-specific insights, these broader benchmarks highlight how external conditions influence driver behaviour and safety outcomes.

Understanding these regional differences allows retail fleets operating across multiple markets to tailor their safety strategies more effectively.

Industry Risk Profiles

Where Vulnerabilities Are Highest

While retail fleets face elevated distraction risks, each industry presents a distinct safety profile. Compared to other sectors, retail stands out for its combination of high mobile usage, time pressure, and urban driving complexity.

This makes targeted intervention—particularly around distraction and behaviour coaching—essential for reducing incident rates and improving overall safety performance.

Region	Performance vs. Global Baseline	Contributing Factors
Western Europe	-61% Speeding +65% Harsh Events	Strict laws, automated enforcement, high traffic density, and complex urban grids.
Canada	-9% Crash Rate +38% Speeding	Strict laws, high fines, vast geography, and sparse population.
Mexico	+60% Crash Rate +238% Mobile Usage	Possibly a result of security risks and limited enforcement around distracted driving.
United States	-11% Mobile Usage -4% Crash Rate	Reflects increased national attention and policy focus on distracted driving.

Safety in Action

Real-World Impact from Leading Organisations

Leading global brands are already realising these safety gains through integrated technology.

These outcomes demonstrate that when safety is embedded into daily operations, improvements can be both immediate and scalable.



Building a Safer Future

Strategic Actions for Fleet Leaders

To reduce risk and build a sustainable safety culture, retail fleets should focus on four key actions:

Adopt Proactive Technology

Move beyond reacting to incidents by deploying dual-facing cameras that empower drivers to self-coach in real time.

Build Early Momentum

Focus initial efforts on “low-hanging fruit” to achieve quick, measurable wins in the first six months.

Commit to the Long Term

While results are immediate, the most significant reductions in risky behavior require continuous reinforcement and fine-tuning over years, not months.

Incentivise Excellence

Safety shouldn't be punitive. Implement positive recognition systems, such as leaderboards and milestones, to reward and retain top-performing drivers.

Retail Safety Advantage

Protecting Drivers, Operations, and Margins

For retail organisations, safety is more than risk reduction—it is a strategic advantage.

By addressing distraction, reducing incidents, and improving driver engagement, fleets can:



Protect their workforce and the communities they serve



Reduce operational costs and legal exposure



Improve driver retention in a competitive labour market



Maintain delivery integrity and customer trust

In a sector defined by speed and precision, the safest fleets are ultimately the most resilient and competitive.





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Operate Smarter™