

CASE STUDY



X



Extending Zero Harm to 965 Vehicles Nestlé Doesn't Own

965 contracted trucks and 127 employee buses - bringing every cab under Nestlé's Zero Harm standard.

Overview

Nestlé CWAR manages one of Africa's most complex transportation networks. While safety accountability rests with Nestlé, 965 vehicles are operated by third-party logistics partners, creating a governance gap between responsibility and real-time visibility.

The objective wasn't simply to monitor drivers. It was to extend Nestlé's Zero Harm standard into every contracted vehicle, on every journey, in real time.

Novus Hi-Tech deployed its Safe Pro dual dashcam system across 1,092 vehicles, giving Nestlé live visibility into driver behaviour across both contracted trucks and employee transport from day one.

Risk intervention shifted from hours after an incident to seconds after unsafe behaviour was detected. What was once enforced through contracts could now be managed through live operational visibility.

Results at a Glance

Zero

Blind Spots Across
the Contracted
Fleet

1,092

Vehicles Under
Continuous AI
Monitoring

100%

Fleet Operating
Under One Zero
Harm Standard

Real-Time

Drivers alert
before unsafe
behaviour leads
to incidents.

CLIENT AT A GLANCE



SECTOR

FMCG / Consumer
Goods



FLEET

1,092 vehicles



COVERAGE

Multi-country,
Central West
Africa



DEPLOYMENT

Novus Safe Pro
Dual Dashcam



MODEL

3PL commercial
fleet plus employee
transport

The Challenge

Nestlé CWAR's highest safety exposure is not inside its facilities. It is on the road - in contracted cabs, on multi-country corridors, driven by people who do not answer to Nestlé.

Nestlé's safety programme relied on contracts, periodic training, and post-incident reviews. While effective for compliance, these measures shared one limitation: **They responded after the risk had already occurred.**

A driver becomes distracted on Tuesday night. The incident appears in a report on Friday. By then, dozens of additional trips may already have been completed without intervention.

No policy closes a gap defined by timing. The distance between when risk happens and when anyone with authority to act learns about it - that distance was the system.

THE CORE TENSION

Nestlé carried full accountability for every unsafe kilometre driven in its name, and zero ability to intervene while it was happening.

Four Compounding Risk Factors

01 The 3PL Accountability Gap

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02 Multi-Country Road Environment

Each country in the CWAR corridor brings different road conditions, traffic enforcement, and driving norms. A safety standard built for one doesn't travel with the truck across a border.

03 Scale That Conceals Patterns

Across hundreds of contracted vehicles, isolated incidents can appear unrelated. Without continuous visibility, recurring behavioural patterns remain hidden until they result in a serious event.

04 A Public Safety Commitment

Zero Harm is reported to investors and regulators. Every preventable road incident in CWAR is not just an operational miss. It is a governance failure against a published standard.



Our Solutions

Novus Hi-Tech deployed a three-layer behavioural safety system built to extend Nestlé's Zero Harm standards into every contracted cab across the CWAR region.

Layer 1: 3PL Fleet Monitoring

AI-powered dual cameras continuously track driver state across all 965 contracted trucks - eye closure, blink rate, head position, and phone use. The instant a threshold is crossed, an in-cab audio alert fires. Not logged for review. Not queued for a debrief.



Eyes-off-road detection



Handheld mobile-use alerts



Micro-fatigue & drowsiness indicators



Continuous in-cab audio warning

Layer 2: Fleet-Wide Risk Visibility

Trip-level behavioural records and partner-level safety profiles give Nestlé's safety managers a live, forward-looking picture of where risk is concentrating across 965 contracted trucks - not a backward-looking incident report.



Live fleet-wide risk dashboard



3PL partner safety profiles



Trip-wise violation indexing



Data-driven coaching triggers

Layer 3: Employee Transport Oversight

The same dual-camera Safe Pro system deployed across all 127 employee buses. Every driver, every trip, continuously monitored. No shift and no night route operates outside Nestlé's direct safety governance.



Continuous driver monitoring



Fatigue and distraction alerts



Route-level risk visibility



Real-time in-cab intervention

We aren't just monitoring drivers. We're giving Nestlé the governance reach its contracts never could.

Results & Impact Metrics

The Novus Hi-Tech deployment went live across the full CWAR fleet from day one - all 965 contracted trucks and all 127 employee buses simultaneously. These outcomes reflect the structural change in how Nestlé's fleet safety operates. The sustained trendline will follow.

100%

Contracted Fleet Under One Zero Harm Standard

Every contracted truck now operates under the same live behavioural safety framework, extending Nestlé's Zero Harm commitment beyond owned assets.

Zero

Behavioural Blind Spots

Continuous AI monitoring gives safety teams real-time visibility into driver behaviour across every contracted journey.

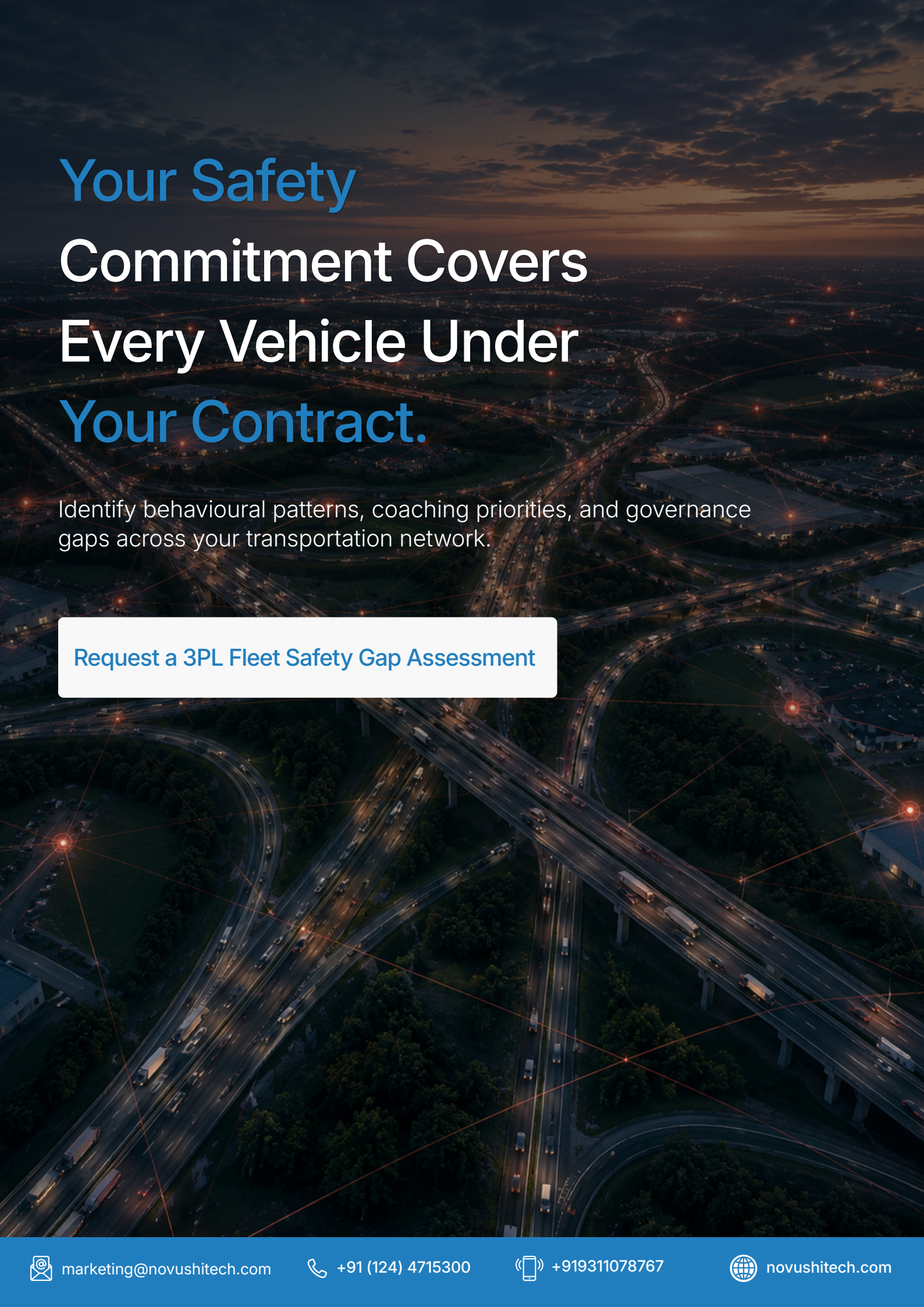
Real-Time

Risk Detection to Driver Intervention

Unsafe behaviour triggers immediate in-cab alerts, enabling corrective action before incidents escalate.

Before vs. After - Key Metrics

Metric	Before	After
Risk response	Hours after incident	Seconds after threshold
Driver behaviour visibility	None	Continuous, trip-level
3PL accountability	Contract review only	Live per-partner data now available
Coaching basis	Periodic, generic	Trip-specific data now available for coaching
Employee transport oversight	Training and policy	Active monitoring every trip
ESG execution	Commitment stated	Governance operational



Your Safety Commitment Covers Every Vehicle Under Your Contract.

Identify behavioural patterns, coaching priorities, and governance gaps across your transportation network.

[Request a 3PL Fleet Safety Gap Assessment](#)



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