

## **CEI to Demo New DriverCare™ Prescriptive Analytics Program at the National Private Truck Council's Conference, Booth #224 in Cincinnati, OH, 4/30-5/2**

*CEI will be demonstrating the next level of the DriverCare™ Fleet Safety Program with its Prescriptive Analytics platform at the 2017 National Private Truck Council's Annual Conference in Cincinnati, OH, booth #224. Prescriptive Analytics builds on CEI's earlier Predictive Analytics model, which allows a company to identify "previously-hidden" high-risk drivers, by adding expert consultative recommendation to prevent future collisions.*

Cincinnati, OH ([PRWEB](#)) April 29, 2017 -- CEI will be demonstrating the next level of the DriverCare™ Fleet Safety Program with its Prescriptive Analytics platform at the 2017 National Private Truck Council's Annual Conference in Cincinnati, OH, booth #224. Prescriptive Analytics builds on CEI's earlier Predictive Analytics model, which allows a company to identify "previously-hidden" high-risk drivers, by adding expert consultative recommendation to prevent future collisions.

The NPTC Conference runs from Sunday, 4/30 through Tuesday, 5/2. Members of the Prescriptive Analytics team will be on hand to discuss all aspects of the program, and how it can help truck fleets reduce their accident rate and repair budget.

Using CEI's exclusive modeling capability, developed in concert with the Virginia Tech Transportation Institute, Virginia, can project, with greater accuracy than previous assessment techniques, drivers who may be "hidden" among a fleet's safer risk category groups by providing quantitative future collision risk calculations for individual drivers.

According to Brian Kinniry, CEI's senior director of strategic services, the actionable data allows the company's consultation team to provide fleet managers with specific courses of action to best resolve potential future problems.

"Expanded Behind the wheel training, micro-targeted e-learning, managerial coaching intervention, and enhanced customized messaging communications are some of the possibilities to addressing accident prevention among a company's group of predicted high-risk drivers," notes Kinniry.

### About CEI

CEI, a fleet driver management company, is a leading provider of technology-enhanced driver safety, fleet risk management, and vehicle accident services. DriverCare™ Risk Manager, CEI's online safety service, centrally houses all of the tools and information used to create risk levels for drivers and managers. Always evolving the DriverCare™ product lineup, CEI leverages the latest technologies in ways that save fleet managers and driver's time, while also finding the drivers who need to improve. Using continuous monitoring, telematics, and prescriptive analytics allows CEI to find "hidden" at-risk drivers before they run into problems. CEI consults with clients to help provide solutions that change driver behavior and reduce accidents.

Founded in 1983, CEI has headquarters near Philadelphia, PA, and field sales offices in Trevese, PA; Tulsa,



OK; Atlanta, GA; Dallas, TX, and Minneapolis, MN. In 2000, CEI launched its DriverCare™ solution, which includes fleet risk management, MVR ordering and compliance, on-line and behind-the-wheel driver safety training and a safety newsletter. For more information about CEI, please visit [ceinetwork.com](http://ceinetwork.com)

#### About the National Private Truck Council

Founded in 1939, the National Private Truck Council is “the only trade association in the United States devoted exclusively to the interests of the private corporate trucking fleet industry and its professional practitioners.” The organization represents a diverse group of distributors, manufacturers, retailers, and more from small businesses to Fortune 500 global conglomerates. Top management professionals in the fleet industry rely on the NTPC to provide a community atmosphere for networking and sharing new methods that add savings and efficiencies to their companies.



**Contact Information**

**Kevin Reilly**

The CEI Group, Inc.

<http://www.ceinetwork.com>

+1 (215) 485-4241

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