SOLERA | eDriving

A GUIDE TO

Creating a crash-free culture®

Introduction

Grow your **crash-free culture** by implementing practices aimed at improving your drivers', managers' and organization's attitude and approach to driver safety. Only this three-pronged approach delivers the sustainable solution most of us seek.

Training is a small part of your overall toolbox, contributing around 10-15% of your program's "power rating" and/or return on investment. Significant change requires a multi-dimensional approach that encourages communication up, down and across the organization.

Employees learn through a variety of activities that include social learning, coaching, mentoring, collaborative learning and other methods of interaction with colleagues and peers. Encouragement and regular feedback from their direct report managers is a critical success factor, as is hearing from the organization's leadership that their safety and well-being is important.

This guide will share some ideas that you can develop across your organization to help spread and foster your new safety "virus".

# 94% of crashes are caused by human error (attitude and behavior).

A National Highway Traffic Safety Administration study looked at the major crash causes, and they found that a mere 2% of crashes were caused by the environment, another 2% were caused by the vehicles, and 2% came from "unknown" causes. A full 94%, meanwhile, were caused by human error.

SOURCE: **HTTPS://CRASHSTATS.NHTSA.DOT.GOV/API/PUBLICVIEWPUBLICATION/812115**

Communications
Plan for success
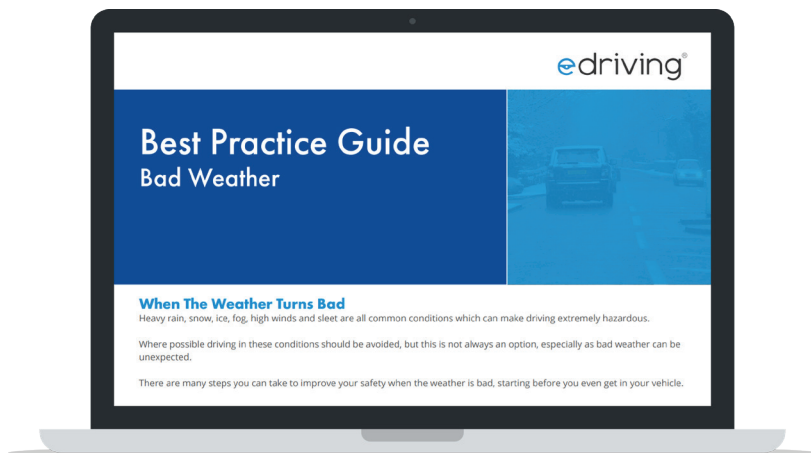
Awareness & Best Practice

- Send communications addressing specific risks, e.g., distraction, fatigue, etc.

- Share eDriving **Best Practice Guides** with drivers and their managers.

Holiday/ Seasonal

- Crashes increase around holiday times due to factors including increased travel and alcohol/ drug impairment.

- Send communications before major holidays and season changes to remind drivers of safe practices.

- Search for examples on **three60 website** and/ or contact your Customer Success Manager.

Best Practice Guide
Bad Weather

When The Weather Turns Bad
Heavy rain, snow, ice, fog, high winds and sleet are all common conditions which can make driving extremely hazardous.

Where possible driving in these conditions should be avoided, but this is not always an option, especially as bad weather can be unexpected.

There are many steps you can take to improve your safety when the weather is bad, starting before you even get in your vehicle.

Communications
Plan for success

Leadership Calls to Action

- Senior leadership endorsement can be very effective in highlighting/reinforcing the strategic imperative, key risks and urging participation and engagement.

- Work with senior leaders or administrative teams to create a signed message to be sent to drivers/riders.

Safety Week/Month

- Look out for, and get involved in, local awareness campaigns.

- Raise awareness of campaigns and events that drivers/riders and their families can get involved in.

Energizers
Reinforce mission

- Energizers can be sent directly to drivers or handed out at sales/town hall meetings.

- They can be paired with other Driver Safety Program information like Driver Policy or Rules of the Road booklets.

Promotional Materials

- Promotional items can help engage drivers and riders in your risk management program. Energizers, or items to encourage safe driving, can be used to reinforce policy and expectation and create awareness for your program.

- Work with a local vendor to select and brand an item that evokes safe driving/riding awareness and pride in a safe driving culture.

- Items might include, but are not limited to, wristbands, reflective stickers, cell phone holders, emergency kits, water bottles, sunglasses, key rings or spinners! Get input from drivers.

Corporate Social Responsibility
Power of your brand

Community Involvement

- Coordinate with schools and local organizations (include schools where children of employees attend) for drivers/riders and managers to dedicate a day or part of a day to attend local schools and share road safety tips.

- Create presentations and activities to reinforce safe driving/riding best practice.

- Activities might include signing a safe driving/riding pledge, quiz games, poster competitions, distracted driving obstacle course, example of personal protective equipment (riders). Teens in the Driver Seat has **some great ideas here**.

Ambassador Network
The power of 4!

Job Description

- Create **Driver Safety Ambassador** network – approximately 5% of your workforce, generating team messaging: *Target 1 per week.*

- The **Ambassador** role is to help influence and change the mindset and behaviors of drivers.

- Decreasing the number of **injuries, collisions, incidents and motor vehicle violations** requires an absolute focus on the risk factors, behaviors and habits that cause such events - distraction, complacency, fatigue, speeding, tailgating, over-confidence, monotony, trip planning and time management.

Ambassador Network
The power of 4!

Job Description

- Use eDriving three60 at **www.edriving.com/three60** for source material.

- Through your **leadership, ownership and intervention,** you will motivate, inspire, develop and encourage drivers and their managers to put **safety first when driving**.

Analytics
Internal & external benchmarking

RoadRISK® Analytics

- Review results of RoadRISK assessment by location (country, region, overall, etc.).

- Help prioritize risks and organize response to address these risks through RiskCOACH® modules.

- Compare and share risk trends and monitor progress to reduce risk.

	First Name	Last Name	Pin	Active Events	Total Events	DriverINDEX Score ▼	Change Last Month	Change Last 3 Months	Change Last 6 Months	Change Last 12 Months	VRM Rating	VRM Rating (Location)	VRM Activity	OneToOne
1	Eleanor	Jones (VIEW)	DEM654298	12	21	23.00 (history)	-0.14	-0.91	-1.31	-6.13	High	High	Incomplete	In Progress ◈ ◆
2	Angus	Clane (VIEW)	DEM656458	9	16	15.05 (history)	-0.11	-1.49	-3.48	-7.25	High	High	Incomplete	In Progress ◆
3	Edward	Kent (VIEW)	DEM633457	8	13	14.47 (history)	-0.08	-1.06	-2.58	-6.81	High	High	Incomplete	In Progress ◈
4	Stephen	Kent (VIEW)	DEM666763	8	13	14.04 (history)	-0.09	-1.51	-2.89	-6.42	High	High	Incomplete	In Progress ◈
5	Gemma	Jones (VIEW)	DEM634975	9	15	13.99 (history)	-0.10	-1.30	-3.03	-6.62	High	High	Incomplete	In Progress

Analytics
Internal & external benchmarking

Inputs

RoadRISK® Score

FICO® Safe Driving Score

Collision Data

Incident Data

License Checks

DriverINDEX®
US Trademarks and Patent Office #6,714,894

Crash, MVR & FICO® Safe Driving Score (Mentor℠) Analytics

- Review crash statistics by location (country, region, overall, etc.).

- Standardize metrics with Collisions, Incidents and Injuries per Million Miles.

- Review top types of crashes and violations to organize response to address these risk areas.

- Review Mentor "Very Low Risk" and "Low Risk" vs. "Average Risk", "High Risk" and "Very High Risk" FICO® Safe Driving Scores.

- Monitor Manager Coaching and Mentor Training Module completions.

Analytics
Internal & external benchmarking
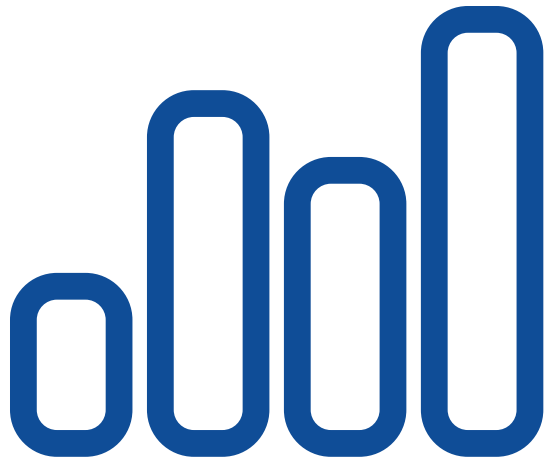
Completion Reports

- Review overall completion of VRM activities by location (country, region, overall, etc.).

- Use report to follow up with drivers or teams that have delinquent training or reward and recognize those with complete training.

- Monitor completion and share/escalate appropriate information.

Coaching
What interests the boss...

OneToOne®

- Use as a tool for leading a conversation and reinforcing safety policy and expectations.

- Manager observes driver behaviors and reviews driver safety performance.

- The power is in the conversation – if we are not talking to our direct reports about the driver safety mission, behaviors won't change.

Coaching
## What interests the boss...

Post-Collision Coaching

- Identify the underlying root causes of a collision so the appropriate intervention steps can be taken to avoid future collisions or injuries.

- Re-energize safety objectives and reinforce safety policy, standards and expectations.

- Manager uses checklist to develop conversation with reporting driver.

Coaching
What interests the boss...
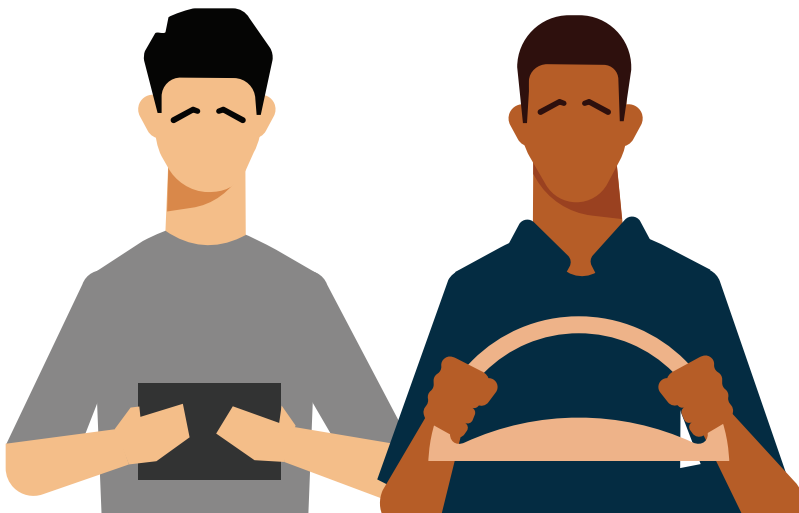
Commentary Drive

- Manager rides along with driver to check safe driving behavior and adherence to policy.

DriverINDEX® COACH

- Involves root cause analysis of a specific event or overall performance to identify a way forward with the driver to reduce overall risk exposure while driving.

Reporting
Crashes, near-misses, license violations, injuries

Crash Feed / Miles Driven / Violations / Cost

- Send existing crash, cost and violation reports to eDriving to be integrated into DriverINDEX predictive modeling to identify your most at-risk drivers.

- Include miles/kilometers driven to develop standardized CPMM/IPMM analytics.

Odometer Readings

- Use eDriving's VRM and Mentor options to gather timely odometer readings each month.

Reporting
Crashes, near-misses, license violations, injuries

First Notice of Loss (FNOL) & CrashCOUNT

- Use eDriving's **FNOL** tools on VRM and Mentor for online collision, incident, near-miss and license violation reporting including collection of photos and police reports. Link to Accident Management, Leasing and Insurance Partner for added benefits.

- Post-Collision Coaching with an eDriving Professional Coach or a driver's manager is automatically initiated and assigned to promote timely response and risk reduction/causation analysis discussions to help prevent future occurrence. **Remember: "What interests the boss, fascinates and engages the workers!"**

Report an Event

SELECT FROM THE LIST BELOW THE CATEGORY WHICH BEST DESCRIBES THE EVENT YOU WISH TO RECORD

Crash / Collision / Incident

SELECT THE TYPE OF EVENT

Collision with Animal

PURPOSE OF JOURNEY

To / From Work

Leadership
Key to creating a crash-free culture

Monitor Performance

- Review and set goals based on performance analytics.

- Support creation of a **crash-free culture** that sees a measurable reduction in driver/rider-related incidents, collisions, license violations/fines, injuries and Total Cost of Ownership (TCO), year-over-year.

- Innovation is key to many areas, but especially driver safety. Keep the new ideas flowing; there is no one blueprint for creating a crash-free culture.

Leadership
Key to creating a crash-free culture

Leadership

- Send bi-monthly **"calls to action"** to promote participation and safe driving behaviors

- Facilitate recognition of crash free/low risk drivers

- Promote and help champion best practices

- Embed and grow program through new innovations and implementing new tools

- Add **relevant road safety messaging** to leadership communications opportunities, board meetings, presentations and staff meetings

- Tie business objectives to driver safety objectives; they need to live side by side at all times.

About eDriving

eDriving^{SM} helps organizations to reduce collisions, injuries, license violations and total cost of fleet ownership through a patented driver risk management program.

Mentor by eDriving^{SM} is a smartphone-based solution that collects and analyzes driver behaviors most predictive of crash risk and helps remediate risky behavior by providing engaging, interactive micro-training modules delivered directly to the driver in the smartphone app. As part of our broader risk management platform, Virtual Risk Manager®, eDriving provides organizations with everything they need to establish safety as a strategic imperative, and support drivers and managers as they strive to create a crash-free culture®.

eDriving is the driver risk management partner of choice for many of the world's largest organizations, supporting over 1,200,000 drivers in 125 countries. Over the past 25 years, eDriving's research-validated programs have been recognized with over 120 awards around the world.

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