

10 Best Practices for Effective Driver Risk Management

eDriving has devised ten points of action to help your organisation reduce collisions, injuries, licence endorsements and total cost of fleet ownership.

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Evolve from safety training to comprehensive driver risk management

Your organisation may already provide safety training, but is it delivered within a comprehensive programme that measures risk, enables you to incorporate multiple data insights, identifies individual strengths and weaknesses, and delivers effective manager coaching and driver training on an ongoing basis to sustain behaviour change?

A programme that gives you a broader, more comprehensive view of the risks facing your drivers, and helps you proactively manage these risks, is more likely to help you achieve your risk management goals.

Learn more

[From Basic Safety to End-to-End Risk Management](#)

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Kick-start a safety culture

A solid safety culture within a driver risk management programme establishes executive leadership commitment to safety as a top corporate priority and defines, communicates and reinforces non-negotiable policies and standards that are designed to keep drivers (and the wider community) safe while employees are driving for work purposes. It also establishes personal accountability with a driver pledge, includes detailed fleet policies and standards, and provides coaching and training tailored to employee needs.

A safety culture goes beyond the minimum legal requirements by, for example, not just offering training once, or periodically, to risky drivers, but by actually helping to change the behaviour responsible for risky actions behind the wheel. Companies with a comprehensive safety culture may also extend a driver risk management programme to include other authorised drivers of company vehicles, such as family members.

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[Making Driver Safety
a Way of Life](#)

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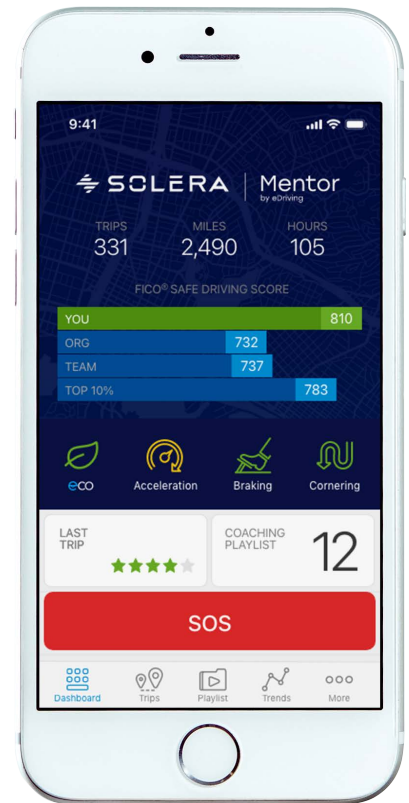
Embrace “big data” for big insights

Integrating multiple sources of driver performance data into a single system, with an easy-to-use manager dashboard complete with coaching tools, provides you with an unprecedented view of total risk across your organisation. It can also help you to deliver timely and relevant analytics to fleet managers and senior business executives.

Data sources in a comprehensive driver risk management programme might include:

- Risk assessment results
- Licence checking output
- Collision/incident reports
- Telematics behaviour data
- Additional or custom data “universes”

Having a unified view of fleet driver performance as part of a holistic risk management programme helps you to rank drivers so you can execute an appropriate response plan for those deemed most at-risk.



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The Importance of
“The Big Picture” for
Fleet Managers

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Reap the benefits of telematics

The latest smartphone-based telematics technologies can collect and analyse driver behaviour data as part of your driver risk management programme. This behaviour data can include Acceleration, Braking, Cornering, Speeding, and Phone Distraction. Smartphone-based solutions eliminate the need for in-vehicle installation (as is the case with “traditional” telematics) and, because they are portable, they can move with the driver between vehicles, can be used in any type of vehicle

– including cars, trucks, vans, and two-wheelers – and in any location in the world.

Smartphone-based solutions can also be combined with existing telematics solutions that measure activities such as seat belt use, idling, fuel efficiency and reversing, to create a single performance management system for enhanced risk management opportunities.

Learn more

Mentor by
eDriving: Risk
Reduction
Redefined

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Address privacy concerns head-on

Today, data security and privacy compliance are among the most important considerations for practically every business. For that reason, when reviewing driver risk management solutions, data security and privacy compliance are critical components of the assessment and planning phases and can even be the deciding factors in whether a programme is adopted or not. Many organisations will need to justify the implementation of a driver risk management programme and prove that it complies with relevant data protection and privacy laws.

The word “telematics” in particular, can sometimes trigger privacy alarm bells, yet addressing concerns about such programmes from the outset is usually the most effective way to allay any such fears. Remember, an effective driver risk management programme is there for the benefit of employees, their families, and the communities in which they live and work, and is a means of managing road safety proactively.



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[Addressing Privacy Concerns in Driver Risk Management](#)

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Important privacy questions

1. How will the programme reduce incidents, collisions, licence endorsements and injuries to employees driving for work purposes?
2. Is it compliant with GDPR/CCPA/PIPEDA/LGPD/Privacy best practices?
3. How and where is driver Personally Identifiable Information (PII) data stored and processed?
4. What information is shared with line managers/HR/safety personnel/peers?
5. What information is sent to leadership and/or corporate teams?
6. Who is the data controller and owner of the programme data?
7. What are the privacy rights of the driver?
8. How does the programme support High-Risk vs. Medium-Risk vs. Low-Risk drivers and is the approach sensitive to privacy strategies?

Remediate risk with targeted micro-training

By accurately measuring driver risk levels, you can identify areas of weakness in need of additional training. Risk management programmes that incorporate the latest technologies can provide training modules directly to the driver, both routinely, and in response to specific risky behaviours.

Best practices for effective driver training

- Automatically assigned to drivers based on performance and/or attitude gaps
- Interactive, engaging, motivating
- Delivered in short, 3-5-minute modules (micro-training)
- Monitored by managers to ensure completion
- Easy to access on phone, tablet or computer



Where identified as necessary (for example, in top 10% riskiest drivers), one-to-one coaching between the manager and driver is recommended to help drivers understand the behaviours that are putting them at risk, and more importantly, how to change those behaviours.

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[Coaching Drivers Towards Low-Risk Behaviours](#)

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Stay ahead of the game with ongoing monitoring

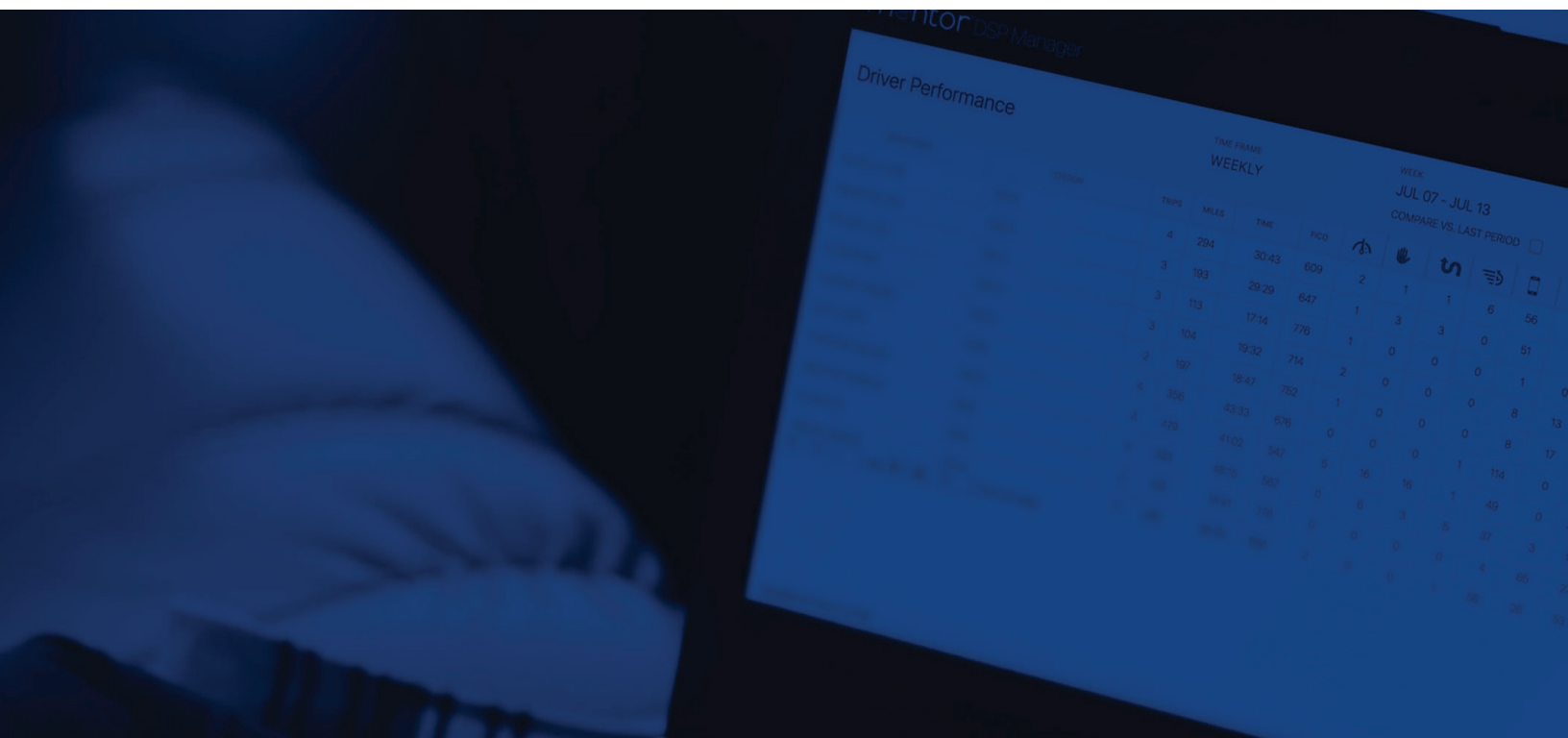
A driver risk management programme that includes a predictive, independently-validated driver risk assessment can help your organisation better understand and predict the likelihood of a driver being involved in a collision. Data inputs to a comprehensive risk profile may include driver history, crash data, trip data, vehicle information, and assessments of driver attitudes, behaviour and defensive driving best practices.

Driving licence point-in-time checks and ongoing licence monitoring will help you manage risk levels over time and promptly identify issues in need of intervention and remediation.

Learn more

Discover the Gold Standard in Driver Risk Monitoring

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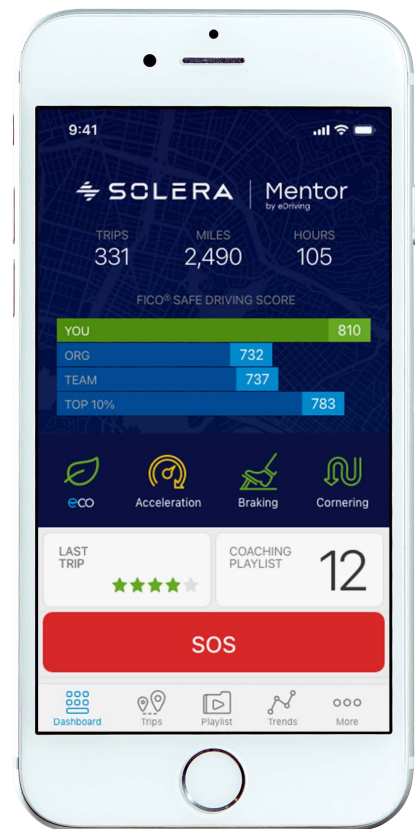


Embrace the digital revolution

In addition to the global COVID-19 pandemic, 2020 will be remembered as the year that everything went digital. And, while digital safety programmes are not completely new, more and more elements of driver risk management are shifting to a digital format, including driver training and coaching.

As well as being able to combine smartphone-based solutions with existing telematics solutions, digital driver risk management programmes offer numerous other tools and features that can be used in-app, including:

- Digital driver training
- Incident reporting
- Vehicle inspections
- Gamification (e.g., emojis/chat functionality/direct messages between employees)
- Real-time trip reports and feedback for drivers



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Digital Driver Risk Management Tools for 2021 and Beyond

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Take control of grey fleet management

While 2021 is starting out with many people still working from home, we're seeing that more people who are returning to work (or planning to return to work) are choosing to use their own vehicles for work where this is an option instead of using a shared or "pool" vehicle. Additionally, a sizable number of people who previously travelled to work using public transportation, are now choosing to use a car instead.

With an increase in "grey fleet" (any personal vehicle used for work purposes) expected for some time, it's important for your organisation to address this "grey area" as part of its risk management programme.

Many companies have the mistaken idea that an increase in grey fleet use reduces their liability or duty of care. This is not so. If a vehicle of any kind is being operated for business purposes, there is no reduction in the level of duty to ensure the vehicle and the driver are safe to operate. In fact, if your organisation relaxes its oversight of personal vehicles, it could be considered more negligent for relaxing known safety standards and failing to protect the public.



Learn more

[Grey Fleet: The Myths, The Liabilities, The Solutions](#)

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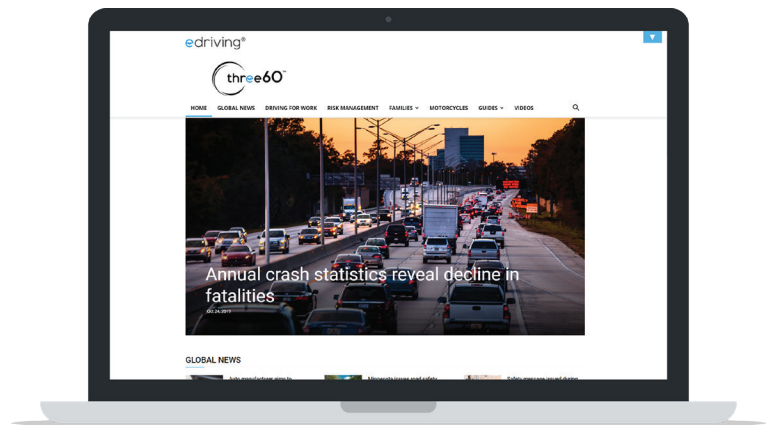
Spread the word

Don't underestimate the value of regular communication, both formal and informal. Sending communications that address specific risks (e.g., distraction, fatigue, etc.,) not only supports your programme goals, but also helps to keep these issues top of mind. Crashes typically increase around holiday times so it's a good idea to send safety communications from leadership before major holidays and season changes to remind drivers of safe practices.

Best practices for effective communication

- Driver guides
- Safety tips
- Performance results
- Company newsletters/updates
- Themed days/weeks/months

eDriving's digital global road safety magazine, three60, features road safety news from around the world that is ideal for sharing with employees and their families.



Learn more

Best Practice Driver Guides
three60

A personal driving coach



eDriving's digital driver risk management programme, Mentor, is the ideal driver safety programme for use in any vehicle, including the grey fleet.

Mentor is a "continuous improvement" driver risk management solution, acting as a personal driving coach to help drivers continually improve and maintain their safe driving habits.

Mentor collects, analyses and scores Acceleration, Braking, Cornering, phone Distraction and Speeding (ABCDs) data and provides clear performance progress and in-app training to help drivers change their driving behaviour and reduce their risk of collisions.

Features

No hardware required.

The Mentor app uses smartphone sensors to collect & analyse driver behaviours most predictive of risk including phone distraction.

Validated FICO® Safe Driving Score.

Through eDriving's partnership with industry analytics leader FICO®, drivers receive an individual FICO® Safe Driving Score validated to predict the likelihood of a driver being involved in a crash or incident.

In-app training.

In addition to identifying and reporting on risky behaviour, Mentor helps remediate it by providing engaging, interactive micro-training modules (3-5 mins.) delivered directly in the app.

Warranty. An industry first! eDriving warranties that Mentor will reduce collisions by at least 20 percent in the first year or programme fees will be refunded.

Gamification. Emojis and chat messaging encourage friendly competition between managers and their Sales, Service, and Delivery teams, as well as co-workers across the organisation. This approach helps create very powerful informal "circles" and talking points for managers, as well as helps make safe driving a key part of every workday.

Driver Event Report (DER).

Mentor's in-app reporting toolkit makes it easy for Sales, Service, and Delivery teams to complete and submit to employers, accident management partners, and insurers all the required information and photographic evidence required to aid the driver risk management process and minimise total collision costs.

A patented approach to driver risk management

Crash-Free Culture® is a holistic, integrated driver risk management programme composed of five interrelated components designed to work together to measurably reduce collisions and incidents caused by risky driving:

Safety Culture

The heart of the Crash-Free Culture programme is establishing clear cultural context and accepted norms within the organisation. We help establish or augment each client's culture of safety including building or improving a company's fleet safety policy, creating and securing commitment to the driver pledge, and communicating expected driving best practices and privacy policies related to driving.

RoadRISK®

Our predictive psychometric risk assessment tool helps fleet managers understand the likelihood of a driver being involved in an incident/collision. Input to the model includes driver history, trip and vehicle information, assessments of attitudes, behaviour and knowledge of defensive driving best practices, and real-time hazard identification challenges using full motion video.

DriverINDEX®

Our analytics platform integrates comprehensive fleet driver performance data from disparate sources (including 3rd parties) into a single system, providing an unprecedented unified view of total risk across an organisation. These data sources can include:

- RoadRISK results
- License checking
- Collision/incident reports
- Telematics data – Mentor by eDrivingSM or other
- Additional or custom data 'universes'



RiskCOACH®

Our extensive library of 24 subject-specific online training courses available in 45 languages with country-, region-, and culture-specific content. A core set of six courses is recommended for all drivers during years one and two of programme implementation, while additional courses will be automatically prescribed to at-risk drivers to address gaps identified by RoadRISK assessment results. 36 Best Practice guides are also included for quick review of key topics.

Benchmarking

Monthly, quarterly and annual reporting allows managers to monitor key metrics regarding collisions, injuries and incidents (standalone and per million miles driven). Scorecards provide benchmarking at industry, organisation and country/division levels to help calibrate results and identify areas requiring attention.