



 SCLERA | 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 organisation'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 programme's "power rating" and/or return on investment. Significant change requires a multi-dimensional approach that encourages communication up, down and across the organisation.

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 organisation's leadership that their safety and well-being is important.

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

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

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](https://crashstats.nhtsa.dot.gov/api/publicviewpublication/812115)

## BEST PRACTICE #1

# 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 #1**

# 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.

## BEST PRACTICE #2

# Branded items Reinforce mission



- Branded items can be sent directly to drivers or handed out at team meetings.
  - They can be paired with other Driver Safety Programme information like Driver Policy or Rules of the Road booklets.
- Branded items can help engage drivers and riders in your risk management programme. Branded items to encourage safe driving can be used to reinforce policy and expectation and create awareness for your programme.
  - Work with a local company 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, mobile phone holders, emergency kits, water bottles, sunglasses, key rings or fidget spinners! Get input from drivers.

## Promotional Materials

### BEST PRACTICE #3

# Corporate Social Responsibility

## Power of your brand



## Community Involvement

- Coordinate with schools and local organisations (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**.

#### BEST PRACTICE #4

# Ambassador Network The power of 4!



## Job Description

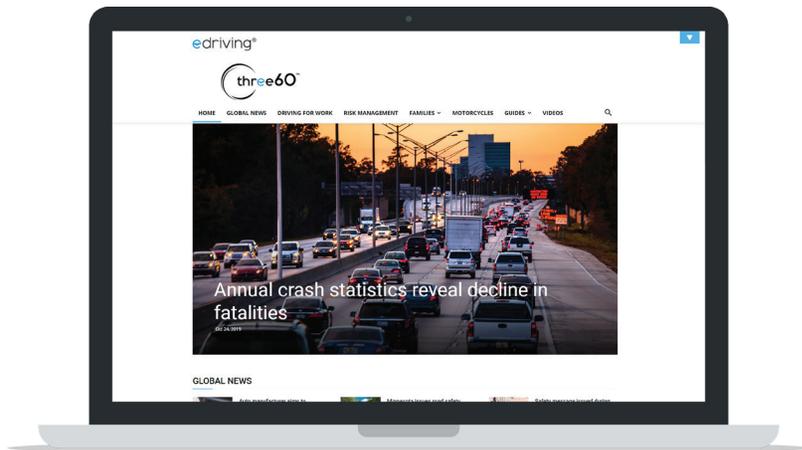
- Create **Driver Safety Ambassador** network – approximately 5% of your workforce, generating team messaging: *Target 1 per week.*
- The **Ambassador** role is to help influence and change the mindset and behaviours of drivers.
- Decreasing the number of **injuries, collisions, incidents and driving licence endorsements** requires an absolute focus on the risk factors, behaviours and habits that cause such events - distraction, complacency, fatigue, speeding, tailgating, over-confidence, monotony, trip planning and time management.

#### BEST PRACTICE #4

# Ambassador Network The power of 4!

## Job Description

- Use eDriving three60 at [www.edriving.com/three60](http://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**.



**BEST PRACTICE #5**

# Analytics

## Internal & external benchmarking

### RoadRISK® Analytics

- Review results of RoadRISK assessment by location (country, region, overall, etc.).
- Help prioritise risks and organise 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 <a href="#">(VIEW)</a>	DEM654298	12	21	23.00 <a href="#">(history)</a>	-0.14	-0.91	-1.31	-6.13	High	High	Incomplete	In Progress ⚠️
2	Angus	Clane <a href="#">(VIEW)</a>	DEM656458	9	16	15.05 <a href="#">(history)</a>	-0.11	-1.49	-3.48	-7.25	High	High	Incomplete	In Progress ⚠️
3	Edward	Kent <a href="#">(VIEW)</a>	DEM633457	8	13	14.47 <a href="#">(history)</a>	-0.08	-1.06	-2.58	-6.81	High	High	Incomplete	In Progress ⚠️
4	Stephen	Kent <a href="#">(VIEW)</a>	DEM666763	8	13	14.04 <a href="#">(history)</a>	-0.09	-1.51	-2.89	-6.42	High	High	Incomplete	In Progress ⚠️
5	Gemma	Jones <a href="#">(VIEW)</a>	DEM634975	9	15	13.99 <a href="#">(history)</a>	-0.10	-1.30	-3.03	-6.62	High	High	Incomplete	In Progress

## BEST PRACTICE #5

# Analytics Internal & external benchmarking



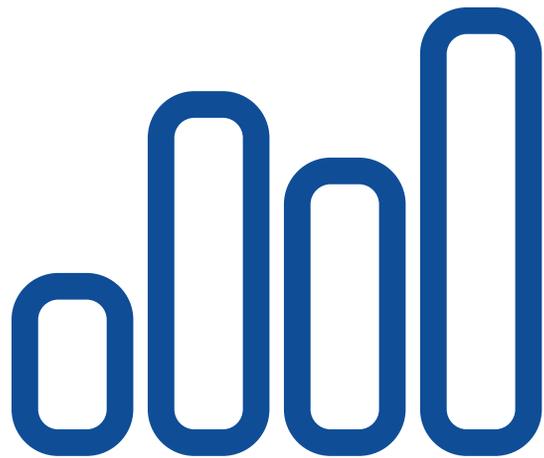
## Crash, MVR & FICO® Safe Driving Score (Mentor<sup>SM</sup>) Analytics

- Review crash statistics by location (country, region, overall, etc.).
- Standardise metrics with Collisions, Incidents and Injuries per Million Miles.
- Review top types of crashes and endorsements 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.

**BEST PRACTICE #5**

# **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 recognise those with complete training.
- Monitor completion and share/escalate appropriate information.

**BEST PRACTICE #6**

# Coaching What interests the boss...



## OneToOne®

- Use as a tool for leading a conversation and reinforcing safety policy and expectations.
- Manager observes driver behaviours 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, behaviours won't change.

**BEST PRACTICE #6**

# 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-energise safety objectives and reinforce safety policy, standards and expectations.
- Manager uses checklist to develop conversation with reporting driver.

**BEST PRACTICE #6**

# Coaching

## What interests the boss...



### **Commentary Drive**

- Manager rides along with driver to check safe driving behaviour 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.

**BEST PRACTICE #7**

# Reporting Crashes, near-misses, licence endorsements, injuries



## Crash Feed / Miles Driven / Endorsements / Cost

- Send existing crash, cost and endorsement reports to eDriving to be integrated into DriverINDEX predictive modelling to identify your most at-risk drivers.
- Include miles/kilometres driven to develop standardised CPMM/IPMM analytics.

## Odometer Readings

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

## BEST PRACTICE #7

# Reporting Crashes, near-misses, licence endorsements, injuries

Report an Event Save

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

## First Notice of Loss (FNOL) & CrashCOUNT

- Use eDriving's **FNOL** tools on VRM and Mentor for online collision, incident, near-miss and licence endorsement 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!"**

## BEST PRACTICE #8

# 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, licence endorsements/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.

## BEST PRACTICE #8

# Leadership Key to creating a crash-free culture



## Leadership

- Send bi-monthly **“calls to action”** to promote participation and safe driving behaviours
- Facilitate recognition of crash free/low risk drivers
- Promote and help champion best practices
- Embed and grow programme 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<sup>SM</sup> helps organisations to reduce collisions, injuries, licence endorsements and total cost of fleet ownership through a patented driver risk management programme.

Mentor by eDriving<sup>SM</sup> is a smartphone-based solution that collects and analyses driver behaviours most predictive of crash risk and helps remediate risky behaviour 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<sup>®</sup>, eDriving provides organisations 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<sup>®</sup>.

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