

eDriving®

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# Using telematics and driver scoring

To understand and change driver behaviour



# Introduction

We know that **94% of crashes are caused by human error\*** (attitude and behaviour). We therefore know that improving attitudes and behaviours is the solution to safer roads. Those who are responsible for at-work drivers have tools available to help achieve this.

SOURCE: [HTTPS://CRASHSTATS.NHTSA.DOT.GOV/API/PUBLICVIEWPUBLICATION/812115](https://crashstats.nhtsa.dot.gov/api/publicviewpublication/812115)

**Telematics** refers to using data gathered either through a car's internal sensors, the sensors of a device that plugs into a car, or the sensors built into a smartphone.

Telematics can capture various types of driving data that can help both drivers and managers see how a driver performs on the road. Driver scoring goes further by providing an at-a-glance measure of how a driver's performance changes over time; helping both drivers and managers measure improvement and promptly identify areas for intervention.

# Telematics can measure driving behaviours...



**Acceleration**



**Braking**



**Cornering**



**Distraction**



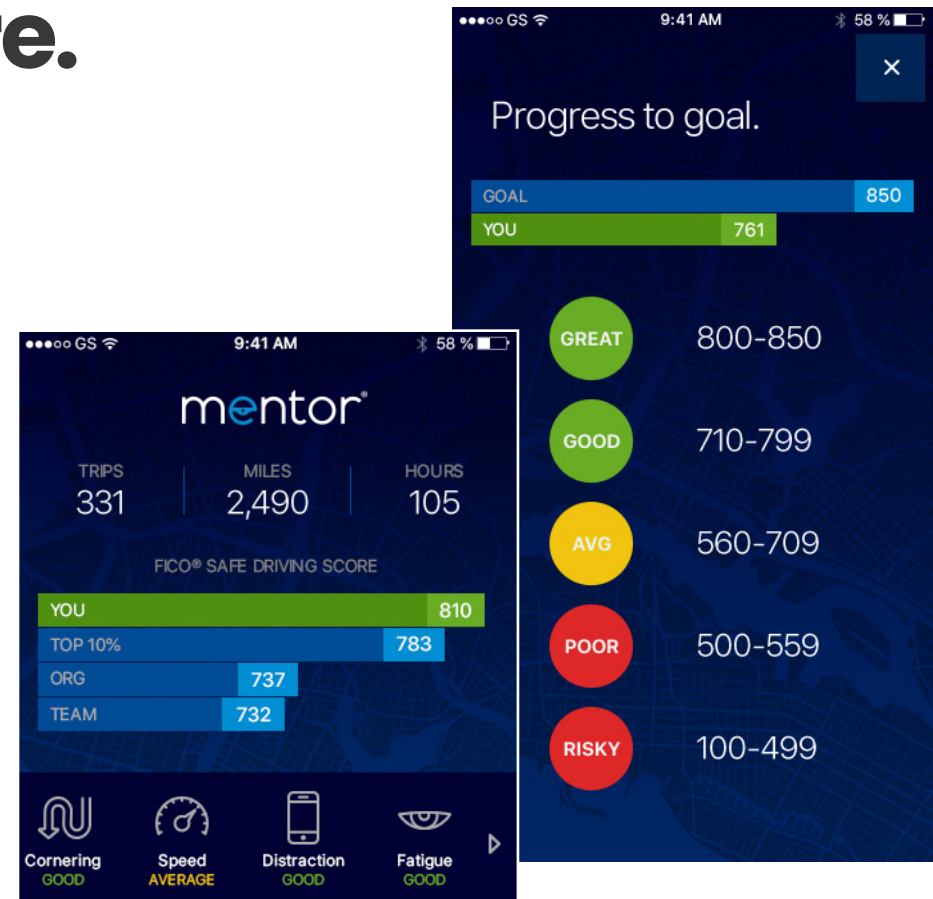
**Speeding**

# And turn the data into a driver score.

A predictive\* score identifies a driver's likelihood to be involved in a future incident or collision.

Drivers with low scores have a much higher crash involvement rate than drivers with high scores.

\*eDriving's Mentor program incorporates a FICO® Safe Driving Score, validated using data from the 2nd Strategic Highway Research Program, a large driving study with 3,500+ participants and nearly 32 million miles of driving data.



# Advantages of driver scoring

## Measure

Provides a clear indicator of driver performance and enables prompt identification of strengths and weaknesses.

A validated score can PREDICT a driver's likelihood of future crash involvement.

## Benchmark

Helps your organisation to measure, modify, and improve by comparing driver performance vs. team, organisation, top 10%.

Benchmarking gives your organisation a gauge to measure progress and answers these questions - How am I doing? What should I do next?

## Remediate

Enables informed decisions about appropriate, targeted methods to remediate risky behaviour.

Training can be automatically prescribed to address weaknesses identified in the 'measure' stage.

# Driver scores. Great or Risky?

# What does a consistently low driver score tell you?

A consistently low score isn't ALWAYS purely due to driver behaviour. In addition to negative events, a driver score will usually consider other factors such as trip duration, routes taken and evidence of smooth driving, such as smooth acceleration and braking.

Even when no negative events are reported, there may not have been sufficient evidence of smooth manoeuvring during a driver's trip, or the duration of the trip may not have been long enough to accumulate enough events to earn a higher rating.

WHERE a driver's trips take place can also influence score. A lot of drivers who are driving for work may, by the very nature of their jobs, spend a lot of time in traffic; a lot of time travelling through stop-start environments; a lot of time making short trips. And this will impact driver scores.

**Sometimes, an organisation's practices can contribute negatively to drivers' scores.**

**Let's see how...**



# The influence of company culture

# How does company culture affect driving habits?



# Schedules and expectations can affect driver scores

It's not unusual for someone who drives for work to be expected to meet targets, whether that's a certain number of deliveries, appointments or sales. In turn, having targets impacts a driver's schedule. For example, if a driver has to achieve a certain number of deliveries each day, that might encourage them to drive at higher speeds to meet their targets.

Having to be at an appointment at a certain time might not allow a driver to fit phone calls into their daily schedule, unless they make those calls while they're on the road. Also consider your organisation's expectations in relation to returning calls or emails. If a manager calls or emails a driver KNOWING they are on the road, do they expect a response? And does the driver KNOW that they expect a response? Think about conference calls - are these scheduled when required attendees are on the road?

Sometimes,  
it **really is** just  
the driver.



# Bad habits can come from anywhere

## **Who taught you to drive?**

Bad drivers can pass negative driving behaviours on to family members when helping them learn to drive. These can be ingrained from the very beginning!

## **Blaming everyone else**

A driver with bad habits and low scores is likely to think that every driver around them is a bad driver. They can not understand why they have so many close calls. They are convinced all other drivers are idiots.

## **Pushing the boundaries**

A low-scoring driver tends to drive fast, but not fast enough to get a licence endorsement! A low-scoring driver tends to be aggressive in corners but not aggressive enough to roll over! Eventually, a low-scoring driver will be the driver that hits a pedestrian or hits another car while pushing the boundaries too far!

## **Getting away with it**

Driving is a forgiving task. Even for drivers with low scores, crashes/incidents don't happen every day. But near-misses should be a warning sign!

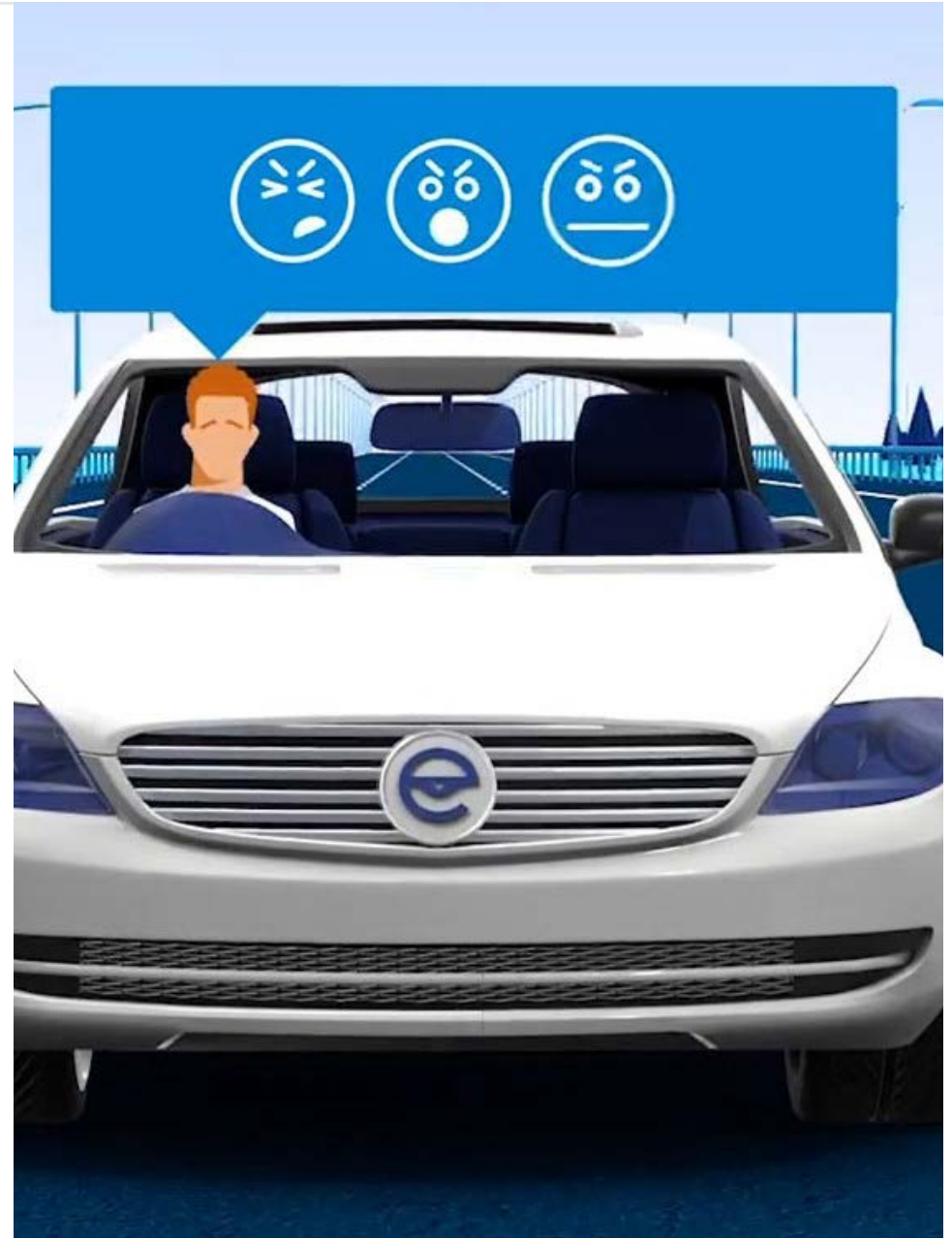


**Helping drivers  
boost their scores.**

## Turn low driver scoring insights into safer driving attitudes and behaviours

A common mistake made by fleet operators is to provide driving training when someone begins employment and only intervene thereafter if the driver is involved in an incident or collision. Some organisations might go a little further and provide annual refresher training, but still with no additional intervention in the interim period.

The benefit of providing training that is embedded within a telematics safety programme is that it directly targets the areas identified and helps to remediate risky behaviours. This, in turn, helps the driver to improve their on-road performance and achieve a higher driving score.



# Targeted training to address risky behaviours

Prompt and targeted intervention helps to improve driver attitudes and behaviours before they get drivers into trouble.

Training can be delivered in numerous ways, including via the smartphone app collecting the telematics data.

The added benefit of using this type of training model is that it serves to continually improve the driver's behaviour, meaning that as soon as it deteriorates, the training helps to remedy it and increase the score.

This closed loop of intervention helps drivers to maintain safer behaviours, evident through higher scores.



# Transforming company culture

It's not always easy to relieve the pressures on drivers but it's important to consider the impact these pressures might have on a driver's performance. If a driver doesn't have enough hours in the day to make phone calls, they are going to make them while they are driving. If a driver has an unrealistic target in terms of deliveries or appointments in a day, they are going to take risks to get to their drops-offs or meetings more quickly.

- Introduce a company policy of no calls while driving; consistently enforce this rule
- Prioritise a culture of safety, with regular communication about safe driving
- Set only realistic deadlines
- Plan work schedules to allow time for making/returning client calls
- Avoid calling or texting employees while they are driving
- Encourage drivers to divert calls to voicemail when on the road

# Manager coaching

## What is coaching?

- The conversations that connect people to how work gets done or progress is made.
- Helping others make decisions, commit to actions and produce results or minimise issues.

## We know that:

- Coaching is the #1 key behaviour of good managers
- Direct reports of effective coaches outperform other employees and typically have longer tenure with a company
- 53% of high-performing companies provide training to their internal coaches

## Yet:

- Only 20% of companies use coaching effectively
- 37% of companies are barely effective or not effective at all using coaching
- Managers say: It takes too much time; I'm not sure how to coach; It's only good for under-performers

SOURCE: CREATING A COACHING CULTURE, I4CP

# Manager coaching



The mission is to encourage better attitudes and behaviours in employees when it comes to safe driving. Most people are aware of what they should and shouldn't do – sometimes they just need helping along.

With the right coaching or training approach drivers can be encouraged to develop safer habits that will help them achieve higher scores and **get home safely** every night!

# Rewards and incentives

## Competitions

These can take many forms and driver scoring provides a simple way of identifying the best performing drivers. You might choose to reward all drivers achieving a pre-determined score and/or drivers maintaining a pre-determined score or above. You might also consider categories such as “most improved driver” or “zero distraction”.

## Prizes

This could be something as simple as a restaurant or cinema voucher for the drivers with the best scores each month.

## Awards ceremonies

In larger companies an annual awards ceremony might be appropriate for recognising employees, managers, teams and departments for best performance and/or commitment to safety.

# Rewards and incentives

## Monthly themes with giveaways

Pick monthly safety themes such as distraction, winter driving, fatigue, speeding - the list is endless! You could even invite employees to submit suggestions for themes to help increase engagement. Issue safety messaging based on the theme and award prizes for employees who do the most to raise awareness of the theme.



## Include employees who don't drive for work

Just because they're not driving on business doesn't mean they're not interested in your company's safety messaging.

# Let's recap.

- 1.  
Telematics can gather useful data, including safety data.**
- 2.  
A driver score enables you to measure, benchmark and remediate.**
- 3.  
Driver scores can be influenced by many external factors.**

- 4.  
Targeting training and coaching at identified weaknesses can help improve driver attitudes and behaviours**
- 5.  
A strong organisational safety culture can help drivers achieve higher scores**

# 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 1,000,000 drivers in 96 countries. Over the past 25 years, eDriving's research-validated programmes have been recognised with over 75 awards around the world.