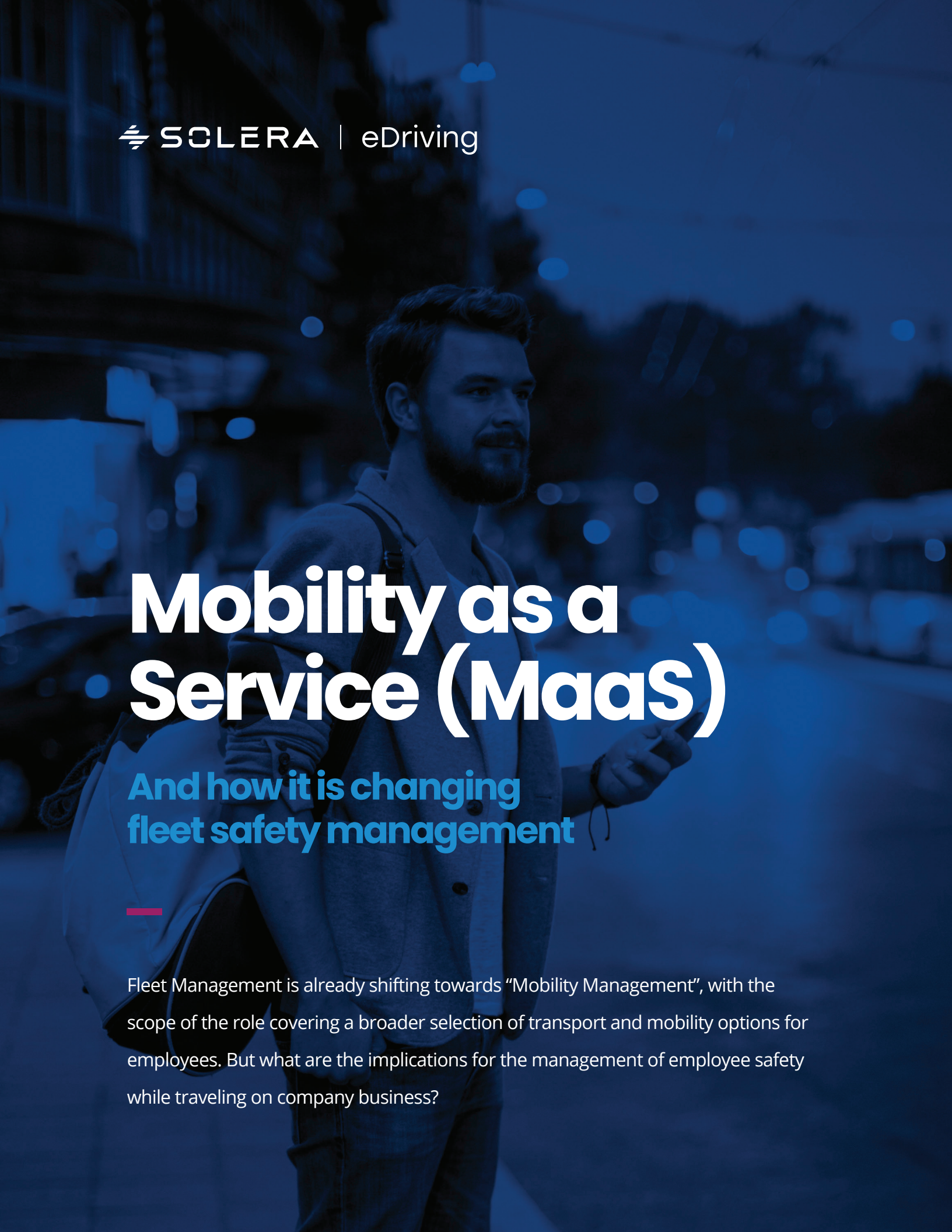


SOLERA | eDriving

Mobility as a Service (MaaS)

And how it is changing fleet safety management

Fleet Management is already shifting towards “Mobility Management”, with the scope of the role covering a broader selection of transport and mobility options for employees. But what are the implications for the management of employee safety while traveling on company business?

The new normal

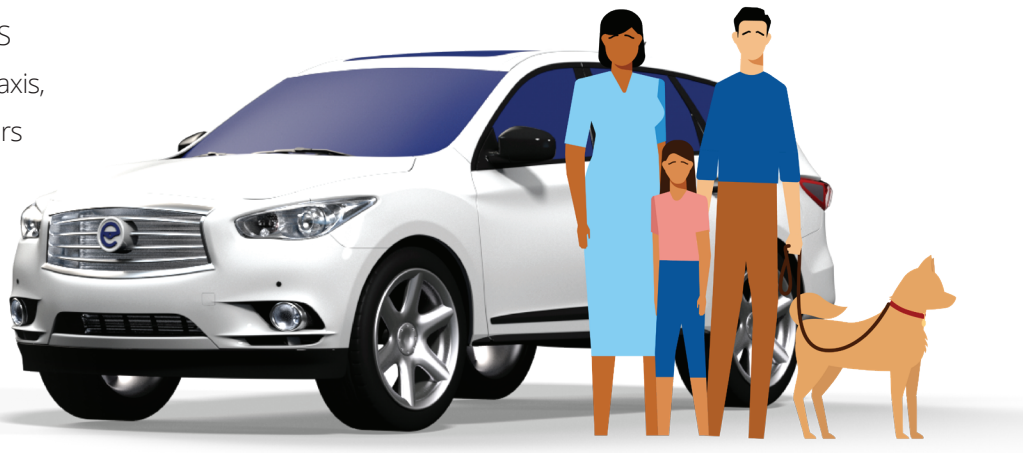
Mobility as a Service (MaaS) describes a shift away from personally-owned modes of transportation towards mobility solutions that are consumed as a service. It brings public and private modes of transportation together to provide a seamless way of getting around.

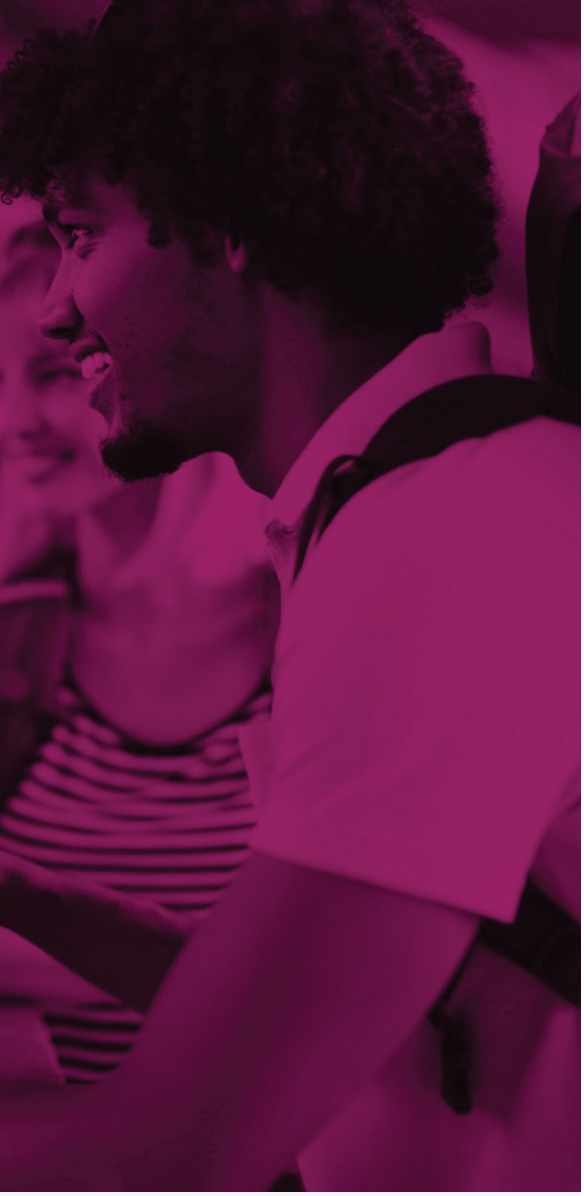
The idea of "renting" transportation services when you need them, rather than owning or using a personal vehicle, is already growing in popularity, particularly in larger, heavily congested cities.

The key focus of MaaS is on the person and their individual mobility needs vs. the vehicle.

Experts predict that MaaS will result in the transportation landscape looking very different in the future than it does today. Rather than travelers buying travel cards or tickets for each form of transport, getting from one location to another is expected to be seamless.

Many forms of transport fit under the MaaS "umbrella" including planes, trains, buses, taxis, ride-shares, car-sharing schemes, e-scooters and bicycles!





The world's top four ride-hailing companies are Didi, Uber, Lyft and Grab – with a combined valuation of $166 billion[2].

The end of the company car?

In the not too distant future, it's possible that employees will be just as likely to use public transportation and shared vehicles as they are to use single user-leased company cars.

Although this doesn't necessarily mean the end of the company car, it IS likely to result in a changing environment in corporate transportation; one that combines company car use with a variety of other transportation solutions.

With the speed at which MaaS is growing, and the introduction of "smart cities" it is likely that the number of personal-use vehicles on the road will eventually decrease. This could create scope for businesses that currently use a fleet of vehicles to explore more affordable, environmentally beneficial and sustainable transportation options. According to one report, while carsharing has been around for decades, it has been a "niche phenomenon". Now, the advancement of mobile digital devices brings together supply and demand in real time and on an unprecedented scale, making a market for shared mobility more viable.[4]

It is predicted that by adapting MaaS, commuters could cut their travel times by an average of 37%, thanks to being able to avoid congestion and take advantage of higher vehicle occupancy rates. And, if this time savings was used for business activities, a global increase of $2.2 trillion (£1.7 trillion) in business productivity could be achieved.[5]

It is projected that just under **45 million vehicles will be in global carpooling programs by 2025**, compared with 23 million in 2020 and under eight million in 2015.[3]

The changing role of the fleet manager

Fleet management is already seeing a shift towards mobility management. Companies that would have traditionally employed fleet managers to buy, sell, and maintain multiple company vehicles for employee use are expanding the scope of the role to cover mobility, or hiring dedicated "mobility managers" to focus on a broader selection of transportation and mobility options for the employee.

The typical responsibilities of a mobility manager might include vehicle, budgeting and maintenance, with the addition of the needs of employees who travel using alternative modes of transport. The mobility manager might also be involved in encouraging employees to avoid traveling altogether, where possible – for example, arranging conference calls or telephone meetings, in place of face-to-face appointments.

The increasing scope of a mobility manager's responsibilities may require a greater understanding of the overall costs of different modes of transport; the environmental impact of these modes of transport and, most importantly, the safety of these modes of transport. In some ways, the mobility manager is adopting some of the responsibilities that might traditionally have been associated with HR.

It's no longer about running a fleet of vehicles and managing everything that comes with that – including policies, driver training, insurance, maintenance and repairs – it's about finding the most suitable ways for employees to get from point A to point B.

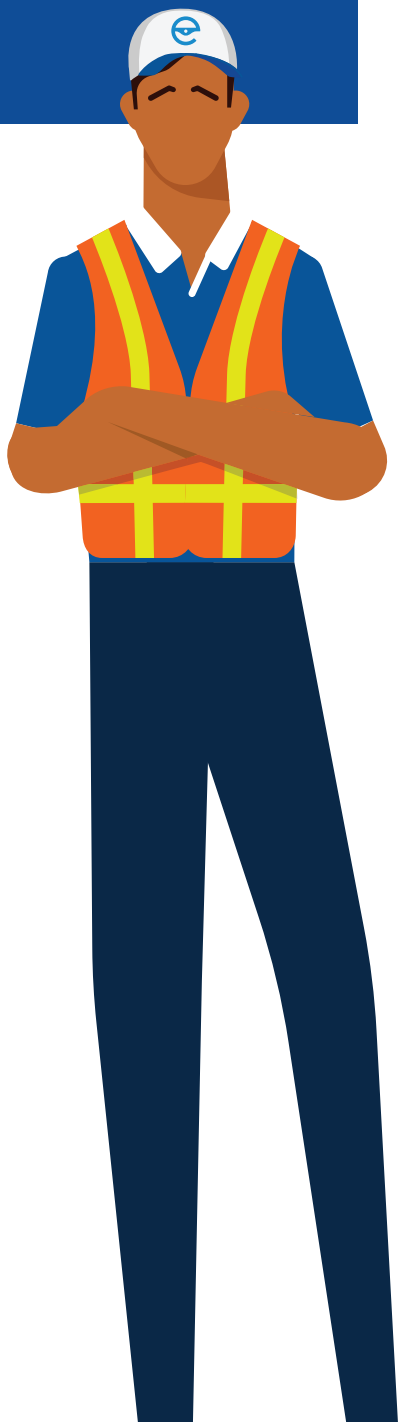
Uber is considered the largest virtual fleet in the United States[4]

Shifting the focus from 'ownership' to 'mobility'

While fleets used to manage their own company cars in house, many now use full-service leasing contracts to reduce assets and overall cost. And, while traditionally fleets have focused on total cost of ownership (TCO) and ways to reduce this, fleets are now considering total cost of mobility (TCM). How much does it cost in total to get an employee to their destination? This total cost might include flights, taxis, vehicle rentals, parking, accommodations and so on.

But it's not just about using "shared" or "public" transport schemes. Some companies are expanding the options they provide to employees; for example, creating carpooling schemes for all employers. This not only makes greater use of idle vehicles but can also give vehicle access to employees who might not otherwise have that option. Vehicle (including van) sharing schemes across multiple companies – or even whole towns/cities – might also become commonplace in the MaaS environment, giving companies that are too small to finance a fleet of their own the ability to access all of the same travel options of larger companies.

Safety First



MaaS brings with it numerous implications for fleets, including cost benefit analysis, Corporate Social Responsibility (CSR), sustainability considerations and potential effect on customers. Yet, it is crucial that employee safety remains the priority, regardless of the mode of transport used.

Policies and Procedures

At the basic level, organizations might need to adapt safe travel policies and procedures to recognize the multiple forms of transportation available to employees. Policies should clearly explain to employees the transportation options available to them and how to prioritize safety and security while using various types of transportation.

Multi-User Vehicles

With more companies considering shared vehicle programs to minimize vehicle downtime and increase the availability of vehicles to employees, vehicle familiarity could be a concern. For example, are people comfortable with the controls/safety features, and are the required vehicle checks being carried out consistently by all users? For companies that use telematics solutions, there is also the consideration of how to continue obtaining the desired data, specific to the employee, rather than the vehicle.

Incident Reporting

Regardless of the mode of transportation used, it is important that employees are aware of the required reporting procedures in the event of an incident/collision. It is likely that this will involve discussions with a company's insurance provider in order to clarify the reporting/claims process if an employee is involved in an incident/collision at work while using public transportation or a shared vehicle, for example.

Training/Coaching

Employee training forms an important part of a fleet risk management program, including one with multiple transportation options. With an increase in transportation choices available to employees, it might be necessary to provide training on an ongoing basis that covers the risk factors specific to various modes of transportation, not just safe driving. This might include, for example, the safe use of e-scooters and safe cycling; incorporating risky behaviors such as distraction and speeding.

The ongoing role of technology

As with most areas of fleet and organizational management, technology is central to the MaaS environment – after all, it's the way that users will book, manage and pay for travel. However, smartphone technology also plays a crucial role in the **management of safety** for companies that adopt a MaaS approach to mobility.

Smartphone technology moves with the employee, not the vehicle; meaning telematics data gathered through the smartphone is specific to that particular employee. Smartphone technology not only enables companies to continue gathering crucial safety insights such as speeding, harsh maneuvers and distraction, but it also enables employees to record information such as vehicle checks and to report incidents/collisions directly from their smartphone, accelerating claims processing and reducing costs. Additionally, smartphone technology can be used by companies to provide targeted training directly to the employee.

The smartphone provides multiple engagement opportunities for fleet managers to employ with their drivers including gamification, competitions, informal chat-style messaging and weekly updates to employees.

With the ability to book transportation options, make payments and most importantly **help employees put safety first**, the smartphone is certain to be an integral part of the road to MaaS for companies the world over.

96% of 25-34 year olds and 91% of 35-54 year-olds own a smartphone[2]

SOLERA | Mentor by eDriving

Our Mobility Safety Solution

Mentor by eDriving℠ 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 a 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®.

About eDriving

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

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.

Features

No Hardware Required. The Mentor app uses smartphone sensors to collect & analyze driver behaviors 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 behavior, Mentor helps remediate it by providing engaging, interactive micro-training modules (3-5 mins.) delivered directly in the app.

Circles. Employees can create groups of co-workers and team members, and use emojis and chat functionality to promote friendly competition.

First Notice of Loss (FNOL). Drivers complete and submit to all key parties the info and photographic support required to aid the risk management process and minimize costs.

Driver Vehicle Inspection Report (DVIR). In-app checklist guides drivers through inspection of their vehicles before and after their appointments/routes, prompting for issues.

Mentor TSP (Telematics Service Partner). Enables organizations with an existing in-vehicle telematics solution to incorporate Mentor's behavioral insights to provide a comprehensive unique risk management approach.

To find out more about how eDriving can help your organization manage the safety of employees throughout this changing period of mobility and transportation, visit www.edriving.com, email fleet@edriving.com or telephone 855-999-9094.

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