

GSK India

Every journey counts for GSK in India.

Dramatically reducing risk started with creating a crash-free culture and taking steps to make every journey a safe one.

Background

India is the most dangerous country in the world in which to drive, with more than 150,785 road fatalities in 2016. This is a major concern for GSK, because 3,000+ of the company's employees in India are asked to travel for work purposes.

GSK's India Pharma division has a duty to help ensure its employees return home safely to their loved ones at the end of the work day. To build trust in this GSK commitment, senior leadership aimed to introduce an effective way of managing both the individual and cultural risk exposures of colleagues.

Driver safety, and more specifically, rider safety, is the biggest risk to our employees. Great work is happening across GSK to help keep our people safe. GSK is developing a global driver safety programme and our Western region has been invited to be the first to participate for the pilot launch.

Our field employees spend a large part of their work in driving and this initiative is a great opportunity to continue building a 'be safe' culture in our business. This programme will enable us to enhance our overall awareness, learn more about safe driving practices, keep these important conversations going and ultimately help protect ourselves and our families.



Annaswamy Vaidheesh
GSK Vice President, South Asia & Managing Director

Transforming work-related road safety

GSK partnered with eDriving to create an interactive programme to empower employees to enhance their overall awareness, learn more about safe driving practices, engage in important conversations about driver safety, and ultimately, help protect themselves and their families. The programme started with a pilot in the West Region of India and then rolled out to the rest of India, following success in the western regions.

GSK uses eDriving’s Virtual Risk Manager® (VRM), a comprehensive risk management solution with five components:

Safety Culture, the heart of VRM. This involves creating a commitment to safety that cascades from leadership through all ranks of an organisation. VRM helps organisations to establish or augment a company/fleet safety policy, and engender commitment by having fleet drivers pledge compliance and demonstrate knowledge of its principles via a custom assessment.

RoadRISK®, VRM’s predictive risk assessment tool which helps fleet managers to understand the ‘probability’ and ‘likelihood’ of a fleet driver being involved in an incident /crash. “Profile” and “Defensive Driving” modules supply inputs to the research-validated model to classify drivers according to risk levels in the “Feedback” section.

DriverINDEX®, VRM’s unified platform which integrates the most comprehensive set of fleet driver performance data into one system, providing an unprecedented view of total risk across an organisation. Drivers are ranked to allow fleet managers to focus on those most in need of training and coaching, for which content and a “manager’s toolkit” are supplied.

RiskCOACH®, an extensive library of 24 titles which allows fleet managers to prescribe specific training to address gaps identified by a driver’s RoadRISK results. An additional library of 36 Best Practice guides allows for quick review and remediation of even more topics using an easy-to-digest format.

Benchmarking Analytics, monthly, quarterly, and annual analytics which allow fleet managers to track driver performance, spot dangerous trends, and intervene to turn driving behaviours around.



Safety Culture, the heart of the programme, involves creating a commitment to safety that cascades from leadership through all ranks of the organisation.

Results

During the first year of the pilot there were zero injury-related motor vehicle incidents reported among the 500 participants in the programme.

After the country-wide launch there was a 40% reduction in the number of lost-time injuries resulting from road crashes. By reducing the number of lost working days, VRM has enabled sales reps to deliver greater value.

GSK established an India Safety Committee and a Driver Safety Dashboard to monitor the achievements broken down by VRM phase:

- **Safety Culture** – educating drivers on policies and procedures to keep them safe on the roads. **100% compliance**
- **RoadRISK** – risk assessment giving customised feedback on the individual risk exposures that drivers face along with best practice guidance to become a more defensive driver. **96% compliance**
- **RiskCOACH** – best practice training providing the most up-to-date global best practices designed to keep drivers safe. **88% compliance**

