AN E-BOOK FROM

SOLERA | eDriving

When the telematics honeymoon is over

How to sustain risk reduction over time

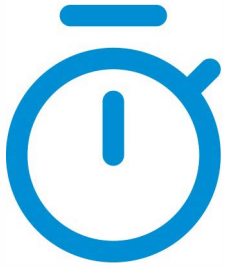
Introduction

Telematics can be a big contributor to safe and efficient fleet operations, with organizations that introduce telematics often reporting a significant and immediate drop in their collision rates.

But what happens next? How do fleet and health & safety managers sustain that risk reduction? And what happens when the foot is taken off the pedal?

In this e-book you'll learn how to ensure your organization is set up for success by embedding the insights delivered from telematics into your Crash-free culture®. You'll discover how incentives can encourage positive changes in your organization and how to navigate through the mass of data that telematics can deliver to locate the key data points that will help pave the fastest path to risk reduction.

Why adopt telematics?



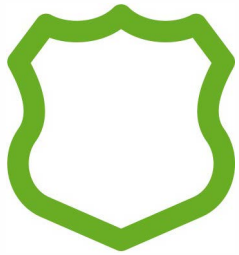
Improve productivity



Theft prevention



Reduce fuel consumption



Safety & risk reduction

This e-book concentrates on using telematics data to **improve safety** and **reduce crash risk**.

What happens when an organization introduces telematics?

The typical telematics trend

1

The company communicates with drivers about why telematics are being deployed.

2

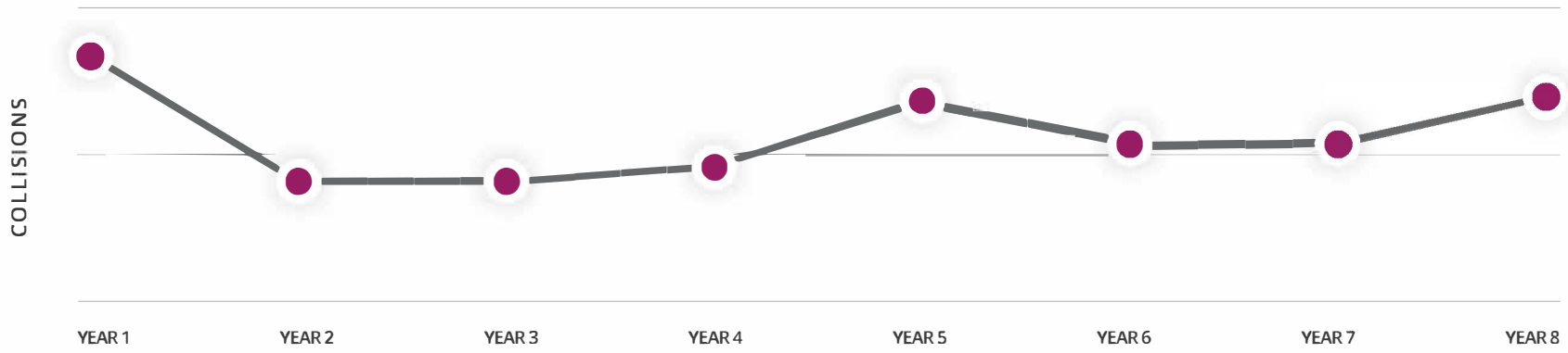
Drivers know they are being tracked so become hyperaware of their driving behavior.

3

Immediate results show a positive change in driver behavior.

4

The effect diminishes very quickly if the organization doesn't have some other mechanism for establishing and reinforcing the desired end-state—**a Crash-free culture**.



Year 1

1. Invests time in the new system
2. Data used to inform safety program
3. Fresh messaging to drivers
4. Drivers take action to adapt their driving behavior

Year 2 & Beyond

1. Program on auto-pilot
2. Data not acted on promptly
3. New driver introductions lack initial enthusiasm
4. Drivers slip into old habits
5. Collision frequency increases

Why isn't safe driving behavior maintained?

Risky behaviors stem from risky attitudes

Driver behavior is the root cause of 94% of crashes.

That means crashes should be avoidable if we change risky behavior.

My needs matter most. I'm in a hurry. Other drivers are in my way. I must get where I'm going at all costs.



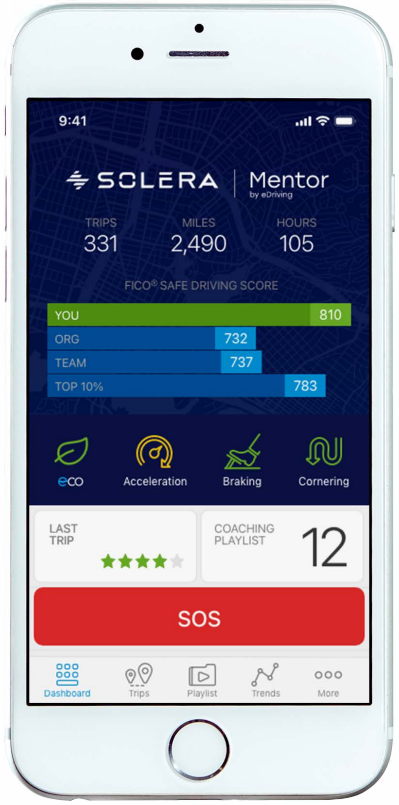


I can multitask. I'm a better driver than others, so I can handle it. I'm still focused.

But telematics can change behavior—can't it?

YES! It can reveal information that helps managers understand what their drivers are doing on the road.

Frequent harsh braking, for example, could indicate an aggressive driver who doesn't leave enough following distance.



The telematics data also provides hard evidence that can help managers when they discuss such behavior.

Behavior trends identifiable in telematics data are also good predictors of **future risk**. This can help managers to immediately address specific risky driving behaviors and significantly reduce the likelihood of collisions in the future.

Why the plateau?

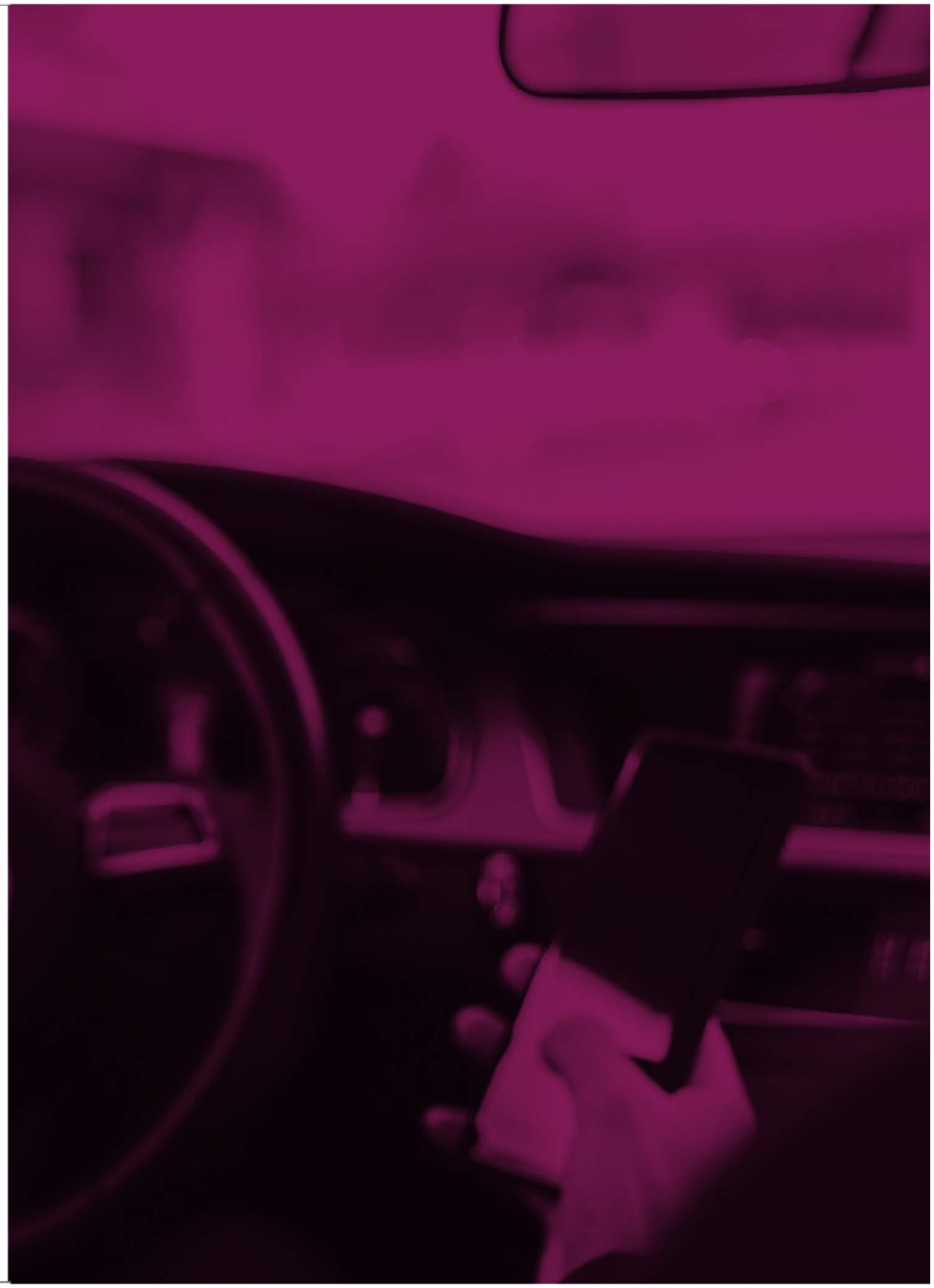
Once the telematics environment has become the norm, complacency sets in. There may be a feeling that improvements in risk can't go any further.

Other pressures seep in, and focus is lost.

The initial messages around safety and driving behavior lose their intensity.

Managers prioritize other issues over safety.

Drivers become numb to communications.



Factors that can hold back improvement

Personal

- Drivers become used to the vehicle recording them. Knowing that someone's observing their behavior no longer has an impact on their driving.
- They know what driving reports look like, and because change is incremental, both up and down, they're no longer interested.
- Drivers may feel no consequences for their actions, either positive or negative. Nothing's being reinforced.

Organizational

- There might be operational pressures to improve productivity.
- Just like drivers, front-line managers may become immune to communications.
- Intensity around safety messaging wanes. Internal campaigns become stale and communications from the C-Suite decline.
- The information coming from telematics becomes routine.

The solution from eDriving

A continuous cycle of risk management

Make safety an ongoing priority



Our approach to reducing & sustaining driver risk reduction is systematic.

1. Defining and promoting a safety-focused culture.
2. Proactively identifying at-risk drivers using historical crash reports, motor vehicle records, telematics and other available data.
3. Creating a risk reduction plan for the most at-risk drivers.
4. Delivering targeted driver training, with an emphasis on driver attitudes and behaviors.
5. Benchmarking the results, refreshing and reinforcing safety messages.

Dive deeper into this loop of intervention

Training to close the loop

Driver training is critical to ensuring drivers remain in the cycle of improvement.



But the answer is not MORE training, but rather, relevant and timely training that is:

- targeted to the driver's behavior
- taken as soon as possible after the behavior is identified
- relevant to the driver's job
- engaging enough to retain driver's attention



Manager's role

1. Leadership by example. If a front-line manager regularly demonstrates that safety is a priority, the driver will take notice. And likewise, if the C-Suite is reinforcing driver safety, the front-line manager will take notice. That's a strong dynamic and it can effect real change.

2. Just as you might reward drivers for safe driving performance, their managers should also be rewarded and recognized for their teams' good driving.

3. Managers need specific tools to help their drivers improve. Posters, talking points, presentation materials and other supporting materials can bring a safe driving campaign to life in the work environment. Management can help with defining and establishing objective standards against which to evaluate drivers and can fund related rewards and recognition programs.



Case Study



65,000 drivers. 35,000 vehicles.

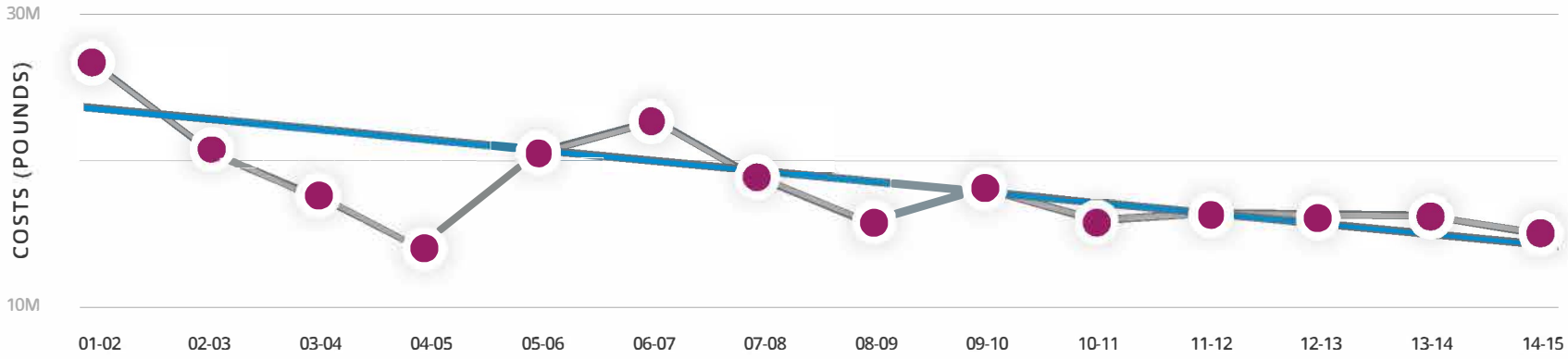
2/3 of vans are driven by service engineers

Problem

Nearly 20 years ago, collisions and other road incidents cost BT 25 million pounds in direct losses and another 75-100 million pounds in indirect costs – the total equivalent of profit from 1M phone lines each year

Reducing risk

BT embarked upon the largest driver risk reduction program in Europe. They aligned the organization around a Crash-free culture, focused driver training on attitudes and behaviors, **cut collision rates in half**, and **reduced collision-related costs by 13 million pounds.**



The typical trend

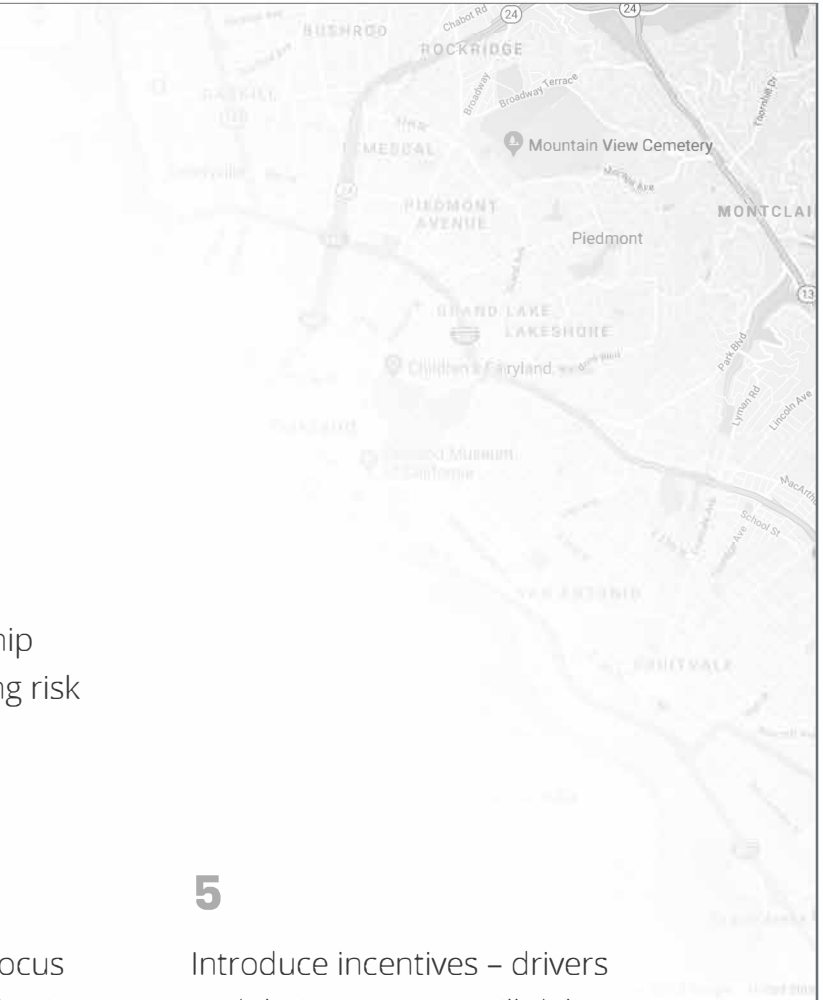
In 2007 and 2010, collisions and related cost metrics went in the wrong direction. Why? BT deprioritized road safety initiatives in those years, and saw collision rates increase.

BT reversed the trend by

- Refocusing on safety
- Deploying campaigns focused on defensive driving
- Focusing front-line managers on targeted driver interventions to addresss specific risky driving attitudes and behaviors
- Recommitting to ongoing coaching for medium-risk drivers.

Let's recap.

Sustaining reduced risk



1

Telematics is one key element of a successful risk reduction program

2

Maintaining reduced risk levels once the telematics honeymoon is over requires an ongoing commitment

3

Management and leadership buy-in is crucial to achieving risk reduction goals

4

Driver coaching needs to focus on retraining individual behavior and attitudes – and needs to be targeted at high-risk drivers as well as other drivers.

5

Introduce incentives – drivers and their managers will deliver the desired behavior if they are rewarded for it.

Why eDriving?

eDriving helps organizations to reduce collisions, injuries, license violations and total cost of ownership through a patented “closed-loop” driver behavior-based safety program.

Mentor by eDriving℠ provides behavioral insights and actionable intelligence to help organizations build a total view of driver risk within a company-wide crash-free culture to ensure that drivers return home safely to their loved ones at the end of each day.

Mentor uses smartphone telematics to identify risky driving behavior (e.g., phone use, speeding) and predict future risk levels. It provides behavior-based training modules directly to the driver, as well as continuous engagement for drivers and managers to guide safer behaviors and help safety become part of every day.

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