

An eBook from

eDriving®

Making driver safety a way of life

Creating a crash-free culture®

Introduction

“Culture” has become somewhat of an overused word. In the last few years the risk management profession has beat the word into the ground. You might have been made to feel like, if you didn’t have the correct “culture”, you could not succeed.

Whether you call it culture, ethos, philosophy, community, focus, mission, priority - or something else that works for your organisation - as long as you move risk reduction efforts to the forefront of your organisation’s activities, you can call it whatever you like.

At eDriving, we refer to a crash-free culture®. Why? Because that’s exactly what we aim for. With our clients, we work towards building a culture that does not accept crashes as an inevitable part of driving for work. A culture that prioritises safety above all else.

It’s our mission to give organisations the tools to establish their own crash-free cultures and, in doing so, ensure that everyone who drives for work makes it home safely at the end of every day.

What's the problem?

A global issue

Approximately 1.35 million people die each year as a result of road traffic crashes.

Source: World Health Organization

Human & financial costs

£2.26 million is the average cost per fatal crash. The human costs associated with loss of life are, of course, incalculable.

Source: Department for Transport, 2019

Increased risk driving for work

1 of every 3 road deaths is attributable to someone is driving for work purposes.

Source: University College London

Driver attitude & behaviour at fault

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

Source: National Highway Transportation Safety Administration

There's no such thing as a "simple" crash

Crashes are performance failures – something in your system broke down if you have a crash. And the crash isn't only about the bent metal or third-party damage. There are injury costs and administrative and lost productivity expenses that are many times the cost of the actual crash. When you look at the bigger picture, you can see that there are hard and soft costs associated with EVERY crash or incident.

Every crash also has the potential for a "health and safety prosecution". It is not uncommon today for a third party to take legal action over what may seem like the smallest of crashes. Personal injury lawyers are highly trained at finding weaknesses in your fleet safety programme, resulting in you appearing negligent. If this happens, a fine in the millions of pounds could be possible. This could be a business-ending event. And the risk is VERY real.

Introducing a crash-free culture

A crash-free culture places safety at the heart of everything your organisation does. On the right are examples of some of the elements of a crash-free culture.

A crash-free culture starts with a shift in attitudes, putting safety above all else, and enlisting the voice of both front-line and upper management to reinforce the positive outcome of safe driving.



Because driver training alone is not enough

Often, driver training is on the calendar to comply with health and safety requirements or as a response to an incident or collision, especially one involving injuries.

Consequently, many employees who drive for work purposes consider driver training to be a “tick the box” exercise.

Training in isolation of a cohesive strategy to provide context will have NO lasting effect on a driver’s safety or an organisation’s collision-related costs.

What WILL have a lasting effect is working towards creating a crash-free culture that includes driver training to support lasting behavioural change.

Four data insights for a bigger picture of driver risk

Risk assessment

To help understand the probability and likelihood of a driver being involved in an incident/crash.

Performance Indicators

Point-in-time licence checks, ongoing licence monitoring, collisions/incidents/injuries.

Behaviour Indicators

In-vehicle performance including behaviour-based telematics measurements.

Scoring insights

Assessment + performance + other objective data sets.

Acting on data insights

One of the advantages of having a wider overall picture of driver risk is that it helps you to more quickly recognise safe driving behaviours and take action to change at-risk habits.

In particular, telematics data measuring speed, harsh acceleration, braking, cornering and distraction is helpful for gaining insight into how a driver performs on the road. It also helps to determine which drivers need further coaching after in-vehicle training.

The real game changer is how telematics data – and other data – is utilised and what action is subsequently taken to address the issues and opportunities raised by the data.

How telematics data fits into a wider crash-free culture is what really makes a lasting difference to driver risk management and safety.

Providing training that engages and motivates

- Interactive micro-training to boost engagement
- Contextual & relevant content
- Training to help drivers practice making decisions in real-life scenarios
- Core training – prescribed to all drivers to provide solid foundation and/or refresher
- Targeted training – assigned to drivers to address their specific risk exposures and weaknesses
- In-vehicle training for new hires, routine refresher training for all drivers, targeted training for “at-risk” drivers and post-collision coaching



Manager-driver discussions

Telematics data can be leveraged and combined with drivers' crash and licence history, to identify the most "at-risk" drivers for further support and training. Scheduling short, frequent interventions with "at-risk" drivers provides the opportunity to discuss a driver's current performance and "at-risk" habits, and create an action plan for improvement, including targeted training to help address risky behaviours.

eDriving's holistic risk management programme, Mentor by eDrivingSM, includes Manager-Driver OneToOnes[®]. The 10% of drivers most "at-risk" every month are automatically identified, and manager interventions are scheduled. In these sessions, the manager and driver review the driver's current performance levels, discuss issues that could be impacting performance and together come up with an action plan for improvement.



Measuring progress

- Measuring Cost per Million Miles (CPMM) is important as a cost measurement, not a measurement of progress.
- Think of crashes and violations as performance failures.
- Progress is measured in changing behaviours.
- All measurement must be objective.
- Goals are actually “next steps”.
- Set a baseline.
- Measure progress at set intervals.
- Use granular measurements of driver and manager performance.
- Re-engineer your programme with emphasis on areas that need the most improvement. Remember, this is a continuous improvement activity.

Maintaining safety as a way of life

- Organise competitions for safe driving.
- Encourage friendly peer competition for the best driving score/ performance.
- Reward the drivers with the best safety performance.
- Hold an annual awards ceremony to recognise safety achievements.
- Invite employees to suggest monthly “themes”.
- Issue seasonal/ holiday safety messages.
- Email regular safety tips to drivers and encourage them to share with families.
- Arrange regular informal discussions with drivers to discuss progress.
- Involve employees who don't necessarily “drive for work” – they want to get home safely too!
- Engage employees through regular “bite-sized” training.

Let's recap.

Establish a crash-free culture

- Define and communicate safety as a strategic imperative
- Establish a holistic picture of risk
- Recognise safe driving behaviours and change “at-risk” habits
- Leverage licence, crash and telematics data to support your “at-risk” drivers
- Employ micro-learning to provide engaging coaching and training
- Set next steps and use analytics to measure progress



About eDriving

eDrivingSM helps organisations to reduce collisions, injuries, licence endorsements and Total Cost of Ownership through a patented, closed-loop, driver behaviour-based digital driver risk management programme that reduces collisions by up to 67% and provides ROI of 20-40%.

Mentor by eDriving's comprehensive system provides behavioural insights and actionable intelligence to help organisations build a total view of driver risk within a company-wide crash-free culture to ensure that all drivers return home safely to their loved ones at the end of each day.

eDriving is the risk management partner of choice for many of the world's largest and safest fleets, having served over 1 million drivers in 45 languages and 96 countries over its 25 years in the industry. eDriving's programme has been recognised through 100+ client and partner awards around the world.

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