



Are You Missing a Piece of the Telematics 'Jigsaw'?

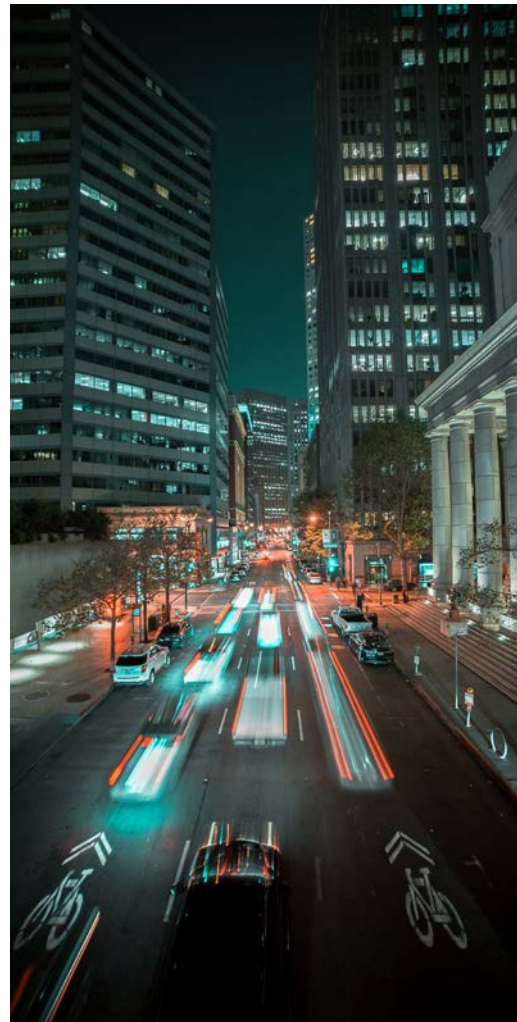




Using Telematics

Like many businesses, you might have invested in a 'state of the art' telematics system, with the promise of fewer crashes, lower fuel bills and improvements in driver behaviour. What you've actually ended up with is lots and lots of data - and more questions than answers.

The good news is that, used in tandem with Drive iQ, your telematics system can soon become a much more effective means of improving driver performance and crash reduction.

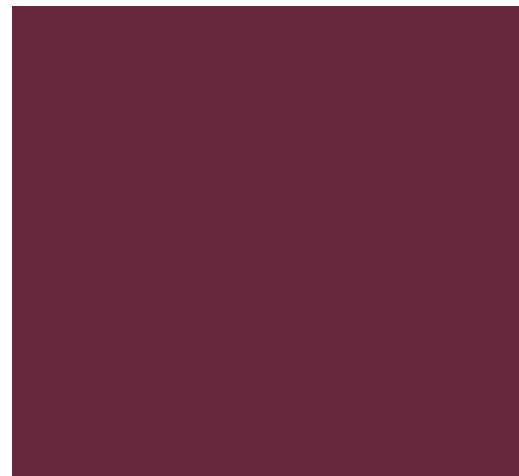


Crash Factors

Most of your drivers will think they're better than average and don't need any help, but your crash data tells you otherwise! And, whilst there are a range of factors contributing to any crash – the behaviour of the driver remains the most important.

The Missing Piece

Used correctly, telematics can provide you with valuable data around what happened, where it happened and what time of day it happened – your challenge is understanding **why** it happened and more importantly, making sure it doesn't happen again.



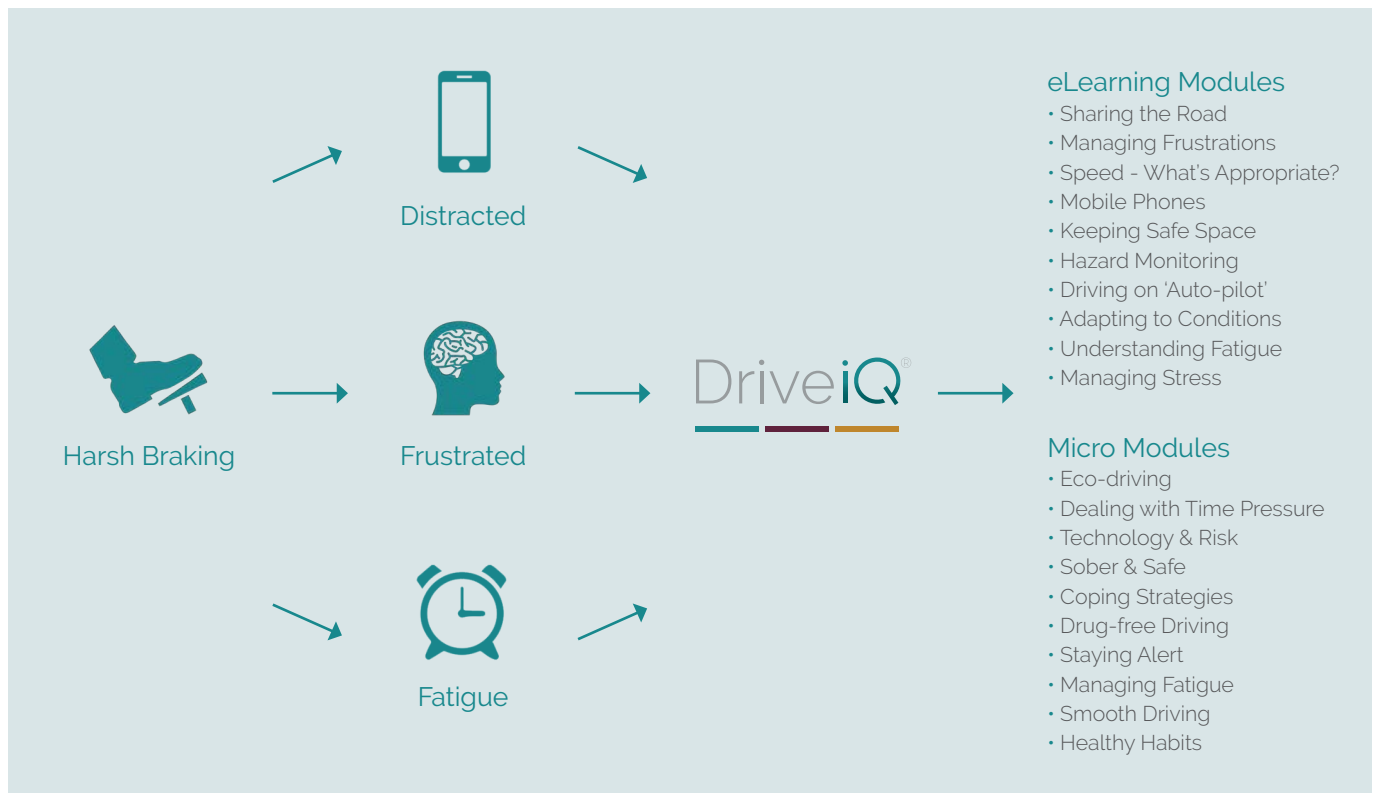
Events & Causes

The reality is that a single telematics event can be the result of a number of different causes.



Take harsh braking - this can be triggered by a driver who might be distracted, frustrated or even tired. Addressing the root causes of harsh braking (or other indicators) is what you need to focus on in order to improve driver safety and performance.

You can do this by encouraging drivers to self-reflect, empowering them to make a small number of habit changes that collectively, can make a big difference to their day to day driving experience.





Why Drive iQ?

Drive iQ is a unique personal coaching programme that addresses the full range of issues that lie behind your telematics alerts - from fatigue to distractions, and from speeding to hazard monitoring.

Drive iQ is suitable for every type of driver and is fully compatible with telematics systems - addressing the underlying behavioural issues that your data is flagging up. Backed by leading UK motor insurers, Drive iQ is very user-friendly and easy to implement.

For further details and to request a demo please contact:

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