

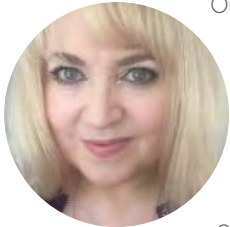
# DriverMetrics®

The Science of Driver Safety



## Message from Our Founder

### Welcome to DriverMetrics®...



"Our mission is to improve driver behaviour at work using evidence-based fleet driver risk assessments and solutions for national and global organisations.

Our research and case studies demonstrate that after implementing our DriverMetrics® system, you can expect driver improvement and crash rate reductions.

Ever since we were founded at the renowned Cranfield University in 2005, we have helped hundreds of companies and we look forward to being of service to you as well."

**Dr Lisa Dorn**

Associate Professor of Driver Behaviour, Cranfield University



## Proven Benefits

The implementation of DriverMetrics® in hundreds of organisations worldwide, has consistently demonstrated tangible benefits, reducing the human, financial and legal costs of work-related crashes.



Evidence based programme



Integrated Assessment and eLearning



Global Solution



Addresses Different Driver Types



20-50% Crash Reduction



15-30% Decrease in Insurance Costs



# DriverMetrics® Methodology

The DriverMetrics® approach to reducing driver risk is both robust and flexible. It's founded on three core stages:



## Identify

Identify risk using the Driver Risk Index™ and focus on the specific contributing behavioural and situational factors using a scientifically validated assessment.



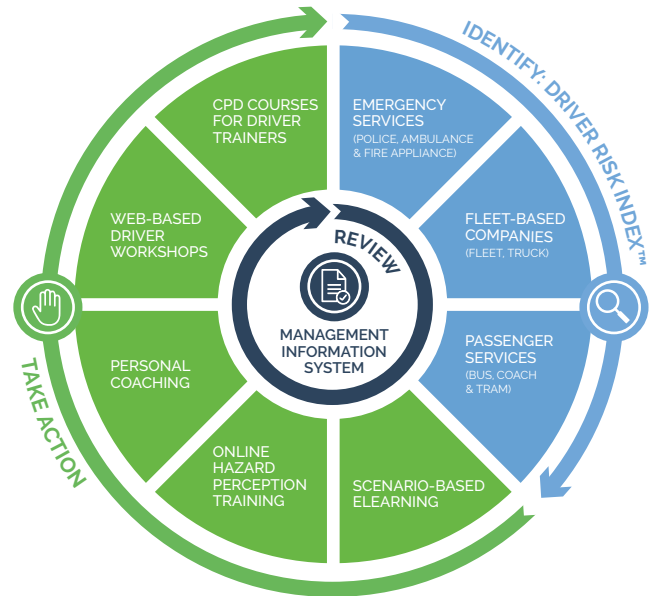
## Review

Manage, monitor and report on your driver safety programme with our Management Information System.



## Take Action

Improve safety with a range of interventions tailored to the Driver Risk Index™ results, or upskill your own trainers to deliver driver coaching.





## Driver Risk Index™

The Driver Risk Index™ is an online driver risk assessment to identify specific driving behaviours associated with crash involvement when driving for work. The scales assess a driver on a number of critical behavioural factors including: aggression, work related risk, driving excitement, ineffective coping strategies and susceptibility to fatigue. These scales have been evaluated in over 90 academic research papers.

<https://www.drivermetrics.com/publications/>



### Vehicle Specific

You can choose the most appropriate variant for your driver population.

- Standard • Pre-Employment • Fleet • Police • Bus
- Ambulance • Motorcycle • Truck • Fire Appliance

### Global Solution

The Driver Risk Index™ and its associated e-learning modules are translated in over 30 languages worldwide. Our international clients range from those seeking a solution in one country, through to multi-national organisations seeking global implementation.

“ Along with the investment Johnsons Workwear has made into vehicle technology, we also wanted to invest in the drivers of those vehicles. DriverMetrics® have helped us achieve this by providing the Driver Risk Index™, enabling us to assess and train drivers in key areas. This has demonstrated our focus and commitment to improving the safety of our workforce, and played a key role in the fantastic results achieved so far in 2020.”

**Ian Greatrex, National Logistics Manager, Johnsons Workwear**





# Management Information System

DriverMetrics® Management Information System has been specifically designed to enable you to easily manage, monitor and report on your driver safety programme.

- Monitor and maintain an audit trail of driver's compliance with their assigned risk assessment and eLearning modules.
- Access key metrics 'at a glance', including overall risk scores, key risk factors and completion rates.
- Perform detailed analysis of results across your driver population in order to explore and act upon potential organisation-wide issues.





# eLearning

DriverMetrics® state of the art eLearning is designed to address the behavioural and motivational factors associated with crash involvement. Published research demonstrates that our eLearning improves knowledge, attitudes, behaviours and skills in driving.

## Driver Risk Index™ Modules

These modules are specifically designed to mitigate the risks identified in the Fleet and Truck Driver Risk Index™ assessments. On completing the assessment, drivers can be automatically allocated the most relevant modules, based on their risk profile.

Fleet Modules	Truck Modules
Journey planning Thrill seeking Distractions Fatigue Anxiety Frustrations Fleet Eye Scanning	Fatigue Work Pressures Driving Excitement Frustrations Truck Eye Scanning



## Additional Modules

A range of additional modules are available, and can be used as reinforcement as part of a longer term eLearning intervention.

Additional Modules	
Seatbelts Eco-Driving Conditions Speed Awareness Share the Road	Attitude and Alertness Red Lights Mobile Phones Safety Margins



## Online Insight into Action™ Driver Coaching

Our behavioural workshops are delivered by our highly trained coaches. Your drivers receive targeted coaching based on their own personal risk according to the Driver Risk Index™ results.

Insight into Action™ Driver Coaching offers an intelligent approach to mitigating high risk behaviours by encouraging safer strategies in an engaging and interactive group environment.

The workshops are tailored to your fleet type, size, location and number of drivers. They're held on-site or online and are the only behavioural workshops personalised to the Driver Risk Index™ results.







# Online Personal Coaching

Personal coaching is delivered by our highly trained coaches based on your driver's personal risk according to the Driver Risk Index™ results. Your drivers engage in a coaching conversation to develop insight into driver behavioural tendencies. Targeted goals are followed up to reviews the driver's progress towards safer driving.

## Personal Coaching Programme



**STEP 1:**

Your driver completes the Driver Risk Index™



**STEP 2:**

DRI report/other data is reviewed



**STEP 3:**

Driver will receive a 20 minute coaching call



**STEP 4:**

Email summary sent to the driver



**STEP 5:**

Follow-up call to review progress and goals



**STEP 6:**

Complete an evaluation questionnaire





# Driver Coaching Programme

DriverMetrics® offers a classroom-based and online CPD programme for all levels of management, supervisory personnel and in-house trainers to develop the skills to manage driver behaviour at work. The Driver Coaching Programme is a highly practical and tailored 2 day course giving your people the knowledge and skills to risk assess drivers and implement behavioural change programmes using driver coaching approaches.

## Learn core skills including



Increase awareness of human factors that influence driver safety



Understand the properties of the DriverMetrics® Assessment



Explore the role of communication in the coaching process



Understand how to coach using a DriverMetrics® Assessment



“ Though coaching was something my colleagues and I were doing, we never really understood it or used it to anywhere near its potential. The DriverMetrics® Coaching Programme undoubtedly gave us a better understanding of coaching and unlocked even further potential. These were realised, and evidenced when we implemented DriverMetrics® within our service and propelled the driver training department to provide a far more effective resource to service.”

**Trevor Neal**, Driver Education Specialist, East Midlands Ambulance Service NHS Trust



## Case Study: Greyhound

Over the course of one year prior to implementing DriverMetrics®, we hired 530 drivers and of those, there were 166 collisions involving 146 drivers. The following year, we hired 430 drivers. Of those, there were 106 collisions involving 89 drivers within that 12-month period.

**Conclusion:** We experienced a 36% decrease in new hire driver collisions year over year.

### Student Driver Collisions

In the first reporting period, there were 16 collisions involving student drivers and in the second reporting period, there were 5 collisions involving student drivers.

**Conclusion:** We experienced a 68.75% decrease in student driver collisions year over year.

### Return on Investment

- 36% reduction in collisions
- 22 x return on investment
- \$1.7M estimated savings



## Case Study: Johnsons Workwear

In 2018, Ian Greatrex, at Johnsons' National Logistics Manager, together with Neil Shaw - Motor Risk Consultant at their insurance provider (Aviva), launched a new fleet risk management strategy. The objectives were to reduce incidents associated with slow speed manoeuvres, and repetitive issues involving the same driver. There was also an aspiration to change the internal culture, to encourage a more proactive approach to mitigate loss and risk in the business, encouraged by Aviva's 'Prevention First' strategy. This strategy encompassed the installation of video telematics and DriverMetrics® integrated Driver Risk Index™ assessment and eLearning solution.

### Driver Risk Index™

In Q1 of 2019, 381 commercial vehicle drivers undertook the Driver Risk Index™ assessment. The most scientifically validated driver risk assessment available, the Driver Risk Index™ accurately identifies the behavioural factors associated with individual driver risk. Every driver received a personalised report detailing their strengths and

weaknesses as a driver; together with recommendations for driver development. The overall results from the Driver Risk Index™ informed the development of a highly targeted intervention strategy.

### DriverMetrics® eLearning

Drivers were allocated behaviour based eLearning modules, on the basis of their Driver Risk Index™ results. The eLearning programme is designed to address the behavioural and motivational factors associated with crash involvement. Published research demonstrates that DriverMetrics® eLearning improves knowledge, attitudes and behaviours in driving. Modules undertaken by Johnsons' drivers included Journey planning, Thrill seeking, Distractions, Fatigue, Anxiety and Frustrations.

## Results

In Q1, 2020, there was a 50% decrease in at-fault incidents among Johnsons' fleet when compared with Q1, 2019. This represented a reduction of 63% on Q1 2018 and was the lowest rate of recorded at-fault accidents in 10 years. Whilst the tail end of Q1 2020 saw the emergence of the COVID-19 pandemic in the UK, quarterly mileage was just 1% less than the equivalent period in 2019.

“Along with the investment Johnsons Workwear has made into vehicle technology, we also wanted to invest in the drivers of those vehicles. DriverMetrics® have helped us achieve this by providing the Driver Risk Index™, enabling us to assess and train drivers in key areas. This has demonstrated our focus and commitment to improving the safety of our workforce, and played a key role in the fantastic results achieved so far in 2020”

**Ian Greatrex,**  
Johnsons' National Logistics Manager

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## Case Study: Turners

In February 2018, Turners began working with DriverMetrics® to enhance their recruitment and selection process. This focus was on a number of their sites including Temperature Controlled, Container and Food Grade Tankers along with two key Driver Agency suppliers; all of which include a diverse driver population in terms of language and cultural background.

All new drivers undertake a one hour observational drive, with a Turners' trainer, to give an initial indication of their behaviour, attitude and road safety awareness behind the wheel. This is followed by an induction that lasts from two days to two weeks, and covers basic training, together with policies and procedures.

Prior to the induction, all drivers complete the Driver Risk Index™ assessment, which identifies individual behavioural coping and situational risk factors.

Once a driver is operational, Turners utilise video event footage and telematics to monitor driver behaviour and

identify additional coaching interventions. Their driver coaching teams monitor this data with Driver Risk Index™ reports, to pick up emerging issues as early as possible. Furthermore, drivers with high-risk Driver Risk Index™ profiles are closely monitored, with coaches periodically comparing video event footage and telematics data with their Driver Risk Index™ profile.

Following serious incidents, a Driver Risk Index™ assessment is undertaken by the driver as part of the investigation and coaching session. This is used alongside video event footage and telematics data to help the driver to reflect on and learn from the collision. Turners driver trainers and coaches have completed the DriverMetrics® Coaching Programme, which enables them to interpret Driver Risk Index™ reports alongside other data sources, and to devise targeted coaching interventions for each driver.



“ “ “The Driver Risk Index™ is incredibly accurate, insightful, and not confrontational. It offers us the ability to understand a driver in a way that is not possible when they just take an induction drive. Furthermore, if a driver suffers from say fatigue or aggression - we find that it always comes up on the DriverMetrics® assessment - proving its accuracy and enabling us to be much more proactively in coaching drivers.

**Stephen Blackmore,**  
Turners

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# Case Study: Nottingham City Transport

## Recruitment and Selection

NCT recruits between 80 and 120 new bus drivers each year. Whilst drivers are drawn from diverse demographic backgrounds, NCT typically seek people over 18 years old with a full category B car licence held for at least 12 months and drivers with no more than three active penalty points on their licence. Traditionally, NCT had used an in-vehicle driver assessment as the culmination of a comprehensive 8 week training programme. However, this was found to be an unreliable means of assessing driver behaviour. Significant variations between the individual instructor carrying out the assessment and the impact of different traffic conditions, meant that the assessment drive was too subjective. Furthermore, it relied on instructor availability and was time consuming to implement.

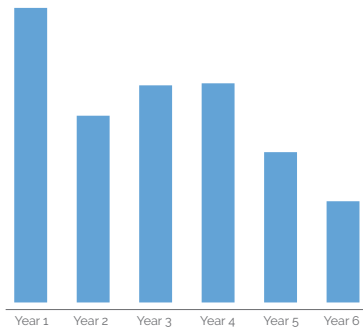
NCT replaced the assessment drive with the Driver Risk Index™ - an extensively research validated online assessment that identifies specific behaviours that increase the risks of driving for work. Taking less than 20 minutes to complete, it provides NCT driver trainers with a detailed

report for each driver, covering behavioural, coping and situational risk factors. The Driver Risk Index™ enables NCT to assess drivers against an objective evidence based benchmark - and following their attendance on the DriverMetrics® Coaching Programme - enables driver trainers to focus on changing higher risk driver behaviours through ongoing coaching conversations.

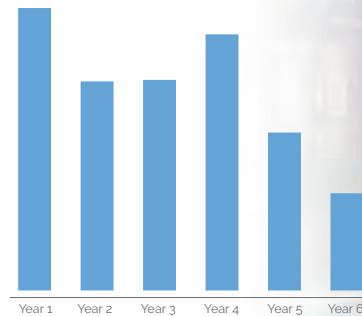
NCT now requires that all drivers joining the remedial programme and complete the Bus Driver Risk Index™. The result of several studies on thousands of bus and coach drivers, the Bus Driver Risk Index™ is a reliable and valid instrument to predict stress reactivity and coping. The subsequent coaching conversations with DriverMetrics® certified NCT trainers are designed to encourage self-reflection on the specific issues highlighted in their Bus Driver Risk Index™ report and develop a coaching goals plan to improve behaviours and coping strategies. Central to NCT's approach is encouraging drivers to 'take the Bus Driver Risk Index™ report home', in order to reflect on it and enlist the support and views of friends and family.

## Results

NCT have found that the incorporation of the Driver Risk Index™ into their recruitment and driver development programmes has given managers more confidence in recruiting new drivers, more choice in terms of intervening with underperforming drivers, and the knowledge that good employees can eliminate mistakes. Overall standards have improved, with blameworthy incidents and their associated costs consistently falling.



Cost of Incidents



Average Cost Per "At Fault" Incident per year



# Trusted By Fleets Around The World





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