# Driving Behaviour:
# How poor driving behaviour costs money and affects your business.

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# INTRODUCTION

Driving behaviour has been viewed as one of the toughest areas to manage within a vehicle fleet. This guide will help you understand the key things you need to know to manage driver behaviour and reduce costs associated with poor driving.

Typically, once your vehicles are out on the road the only way you know if the vehicles are being driven responsibility is if you don't receive speeding fines, have no complaints from members of the public or no accident reports.

In all other areas of your business, say for example invoicing customers and getting paid, you have systems in place to help.

With todays sophisticated vehicle tracking systems valuable driving behaviour and driving style information can be captured for monitoring and analysis.

The benefits of this are that business can understand driving behaviour and take positive steps to improve poor driving whilst reducing costs associated with poor driving habits.

# Driver Behaviour Monitoring

Firstly, lets look at some typical poor driving habits.

- Speeding
- Excessive idling
- Harsh acceleration
- Harsh braking

Where does impact you business in cash terms?

- **Fuel consumption:** Up to 30% difference between the mpg of the best and worst drivers in your fleet.
- **Accident costs:** Less “own fault” accidents equalling lower costs for minor repairs. Reduced 3rd party claims, reduced policy excess charges and reduces claims over time leading to lower premiums.
- **Safety and Compliance:** More fines and jail sentences are being handed out to business owners and directors with regard to driver safety, compliance and Duty of Care.
- **Wear and Tear Costs:** Reducing harsh driving leads to lower maintenance costs due to reduced engine, clutch, gearbox and tyre wear.

## Driver Behaviour Monitoring

Driven by the knowledge that if driving behaviour improves then fuel expenditure drops, carbon emissions are lowered and maintenance costs reduced, improved driving leads to fewer accidents and therefore a reduced insurance risk.

In-vehicle units can capture harsh driving events and speeding data and also act as accident “black box” recorders. Harsh driving and speeding data including a record of the number of speeding incidents by road type can be produced in management reports, generate driver league tables and driver and departmental comparisons to support driver training programs. In the event of an accident the “black box” data can be used to support insurance claims.

# Driver Behaviour Improvement Process

The process of improving driving behaviour encompasses more than just the implementation of the right technical solution. It requires a clear plan and process to get from where you are to where you want to be.

- Set clear objectives: What do you want to achieve? Do you have policies in place?
- Record a starting benchmark: What are the current issues and which drivers perform worst.
- Culture: Aim to win “hearts and minds” to ensure lasting change.
- Reporting and Analysis: Identify the right information to report on and ensure delivery to the right people.
- Feedback and Communications: Ensure that data on driving behaviour, and ongoing improvement, is passed back to the drivers and both up and down the management chain.
- Recognition: Inspire, empower and reward drivers for improvement in driving behaviour.
- Assessment, Coaching and Training: The key to achieving ongoing performance goals.

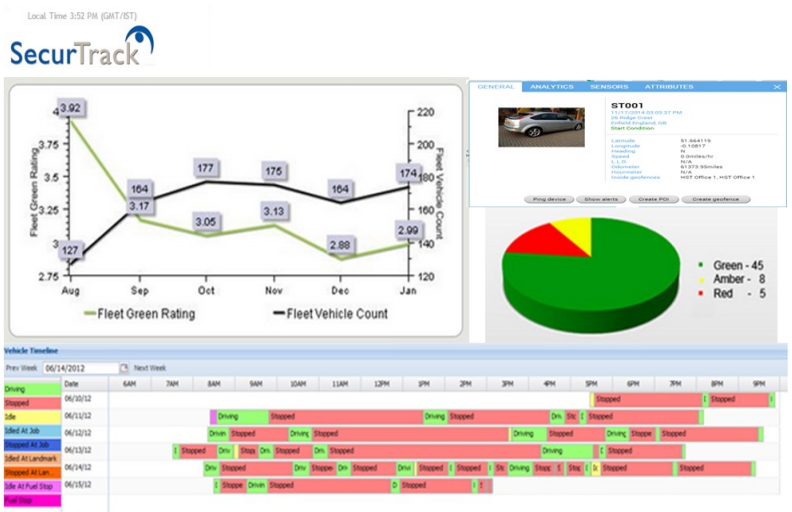
# Management Information

Simple, informative and flexible information is the key to identifying what the driving behavior issues are. Of equal importance is to be able to do comparisons between the starting point, initial benchmarks and current performance, compare drivers with their peers, compare Operational Centre's / depots against each other and comparisons of vehicle types.

The starting point is key data presented in Dashboard views from telematics solutions with options for the key data to be displayed, which vehicles, or groups of vehicles, to include and selection of dates. As more and more information becomes available it becomes harder to see the data that is valuable and accessible. Forward thinking telematics providers can display a customers key data in simple to read charts known as dashboards.

The dashboards display a company's KPI's including driver safety events, vehicle utilisation, vehicle idling and fuel usage, among other key data, allowing users to spot trends and benchmark vehicle and driver performance.

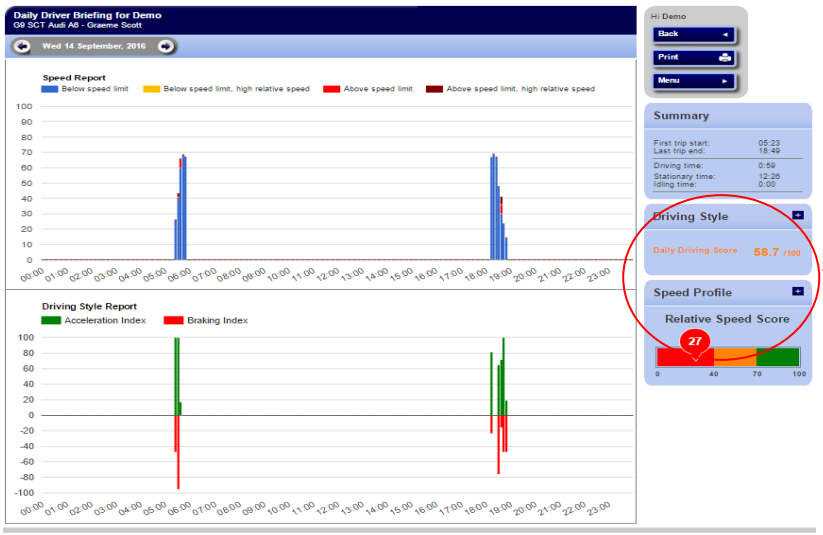
Dashboards provide easy access to KPI data with detailed reporting just a click away.



For distribution of data to drivers and front line management, as with Dashboards, simple informative reports are essential. Reports should cover driving behaviour and driving styles in such a manner that drivers, line managers and company owners / directors, can see what the driving behaviour issues are and be able to use the reports for both self improvement and coaching.

Reports should cover, at a minimum:

- Individual driving profiles
- League tables
- Speeding reports




**Sample Driver Briefing Report**

Highlights performance against targets. i.e. less that required % target for driving style

**Driver League Tables**

Vehicles or drivers performance is shown in a league table with scores groups by colour codes to highlight drivers underperforming

Driving Style League Table for Demo

Report Period: Sun 11 September, 2016 - Sat 17 September, 2016

| | Vehicle | Driving Time | Distance (Miles) | Acceleration Index | Braking Index | Driving Style Score |
|---|---|---|---|---|---|---|
| 1 | QX50 SCO - BMW 535D | 0:00 | 0.0 | 0.0 | 0.0 | 100.0 |
| 2 | QX10 SEB - Mercedes Atego | 20:48 | 721.1 | 1.6 | 3.0 | 97.7 |
| 3 | QX62 JKH - Ford Transit LWB | 27:27 | 1012.1 | 3.9 | 4.0 | 96.1 |
| 4 | QX50 PPW - Renault Trafic | 17:52 | 877.2 | 5.5 | 5.3 | 94.6 |
| 5 | QX12 KPU - Citroen Berlingo | 23:28 | 788.5 | 9.1 | 6.9 | 92.0 |
| 6 | QX11 YRT - Citroen C5 | 17:07 | 536.9 | 13.4 | 9.9 | 88.3 |
| 7 | QX50 QWR - Renault Trafic | 23:11 | 702.1 | 14.8 | 12.4 | 86.4 |
| 8 | QX62 BKS - Ford Transit LWB | 19:57 | 868.5 | 18.9 | 17.7 | 81.7 |
| 11 | QX62 NHW - Ford Transit LWB | 29:13 | 790.9 | 23.7 | 18.7 | 78.8 |
| 9 | QX61 QYP - Peugeot Partner | 14:45 | 572.7 | 19.0 | 20.6 | 80.2 |
| 12 | QX61 JFT - Peugeot Partner | 23:35 | 1058.0 | 22.7 | 21.1 | 78.1 |
| 10 | QX61 TTK - Volkswagen Transporter | 1:19 | 44.1 | 17.2 | 23.5 | 79.6 |
| 13 | QX10 SNW - Fiat Ducato | 24:46 | 721.0 | 20.7 | 23.7 | 77.8 |
| 14 | G9 SCT - Audi A6 - Graeme Scott | 11:43 | 600.7 | 26.4 | 24.8 | 74.4 |
| 16 | QX50 JJW - Renault Trafic | 24:33 | 716.5 | 26.6 | 25.8 | 73.8 |
| 15 | QX11 LWP - BMW 350 | 5:53 | 216.3 | 25.6 | 26.5 | 73.9 |
| 21 | QX12 STY - Citroen Berlingo | 19:15 | 342.6 | 50.5 | 29.6 | 59.9 |
| 18 | QX61 PKM - Peugeot Partner | 14:45 | 581.1 | 27.6 | 32.3 | 70.0 |
| 19 | QX12 BNB - Citroen Berlingo | 2:53 | 66.3 | 34.2 | 33.3 | 66.3 |
| 20 | QX61 INR - Vauxhall Astravan | 3:08 | 84.3 | 39.8 | 39.6 | 60.3 |
| 17 | QX11 QQE - Citroen C5 | 8:50 | 290.2 | 18.9 | 40.5 | 70.3 |

**Speed Reports**

Identification of high speed events help reduce risky driving and reduce fuel costs

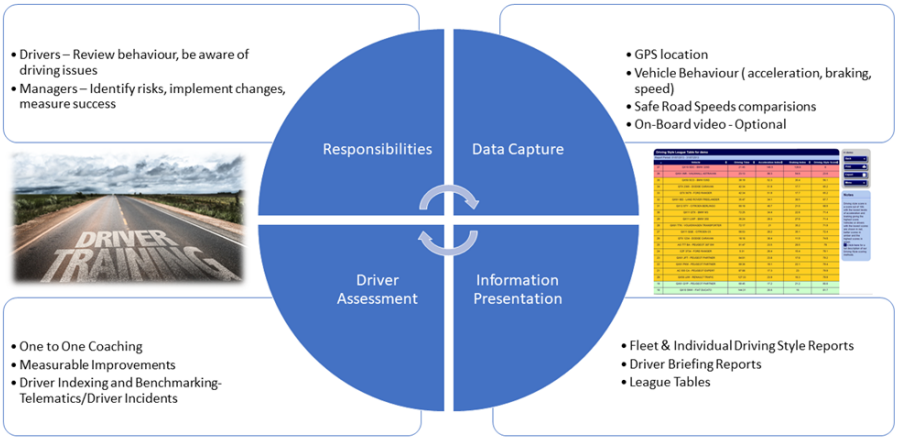
Monthly Speed Report for Demo

Report Period: 01/09/2016 - 30/09/2016

| Reg No. & Description | Max Speed (mph) | Date | Time | Mins in day above 70 mph |
|---|---|---|---|---|
| G9 SCT - Audi A6 - Graeme Scott | 75.8 | 09/09/2016 | 10:20 | 10 mins |
| G9 SCT - Audi A6 - Graeme Scott | 83.3 | 15/09/2016 | 16:17 | 142 mins |
| G9 SCT - Audi A6 - Graeme Scott | 83.9 | 16/09/2016 | 16:16 | 111 mins |
| QX10 SNW - Fiat Ducato | 74.6 | 08/09/2016 | 19:02 | 4 mins |
| QX10 SNW - Fiat Ducato | 75.8 | 09/09/2016 | 23:07 | 3 mins |
| QX10 SNW - Fiat Ducato | 70.9 | 10/09/2016 | 19:13 | 2 mins |
| QX10 SNW - Fiat Ducato | 71.5 | 15/09/2016 | 23:07 | 1 mins |
| QX10 SNW - Fiat Ducato | 70.2 | 16/09/2016 | 20:24 | 1 mins |

# Assessment, Coaching and Training

We all know that driver coaching and in particular driver training is an essential part of improving your business. Good driver training will bring about a number of efficiencies including a reduced accident rate, less wear and tear on vehicles and improved fuel economy all of which contribute to improving the overall operational effectiveness.




Drivers are a key element of the highest risks that are faced by many businesses today and it is important to recognise that risk and have in place policies and strategies to help reduce that risk, including driver training for light vehicles, heavy vehicles, passenger cars and buses.

The focus in training needs to be in two key areas, one with a company's internal trainers, if they are in place, ensuring they consistently meet the required standards and the second part is on behavioural science and driver training.

## Benefits of Driver Training

- Enhance and develop defensive driving skills
- Reduction of fuel consumption
- Improve driver behaviour and safety
- Reduce driver risk and driver incidents
- Identify a drivers skill profile and additional coaching requirements as part of continual driver development

Driver training needs to be specific to the vehicle types uses i.e. passenger cars, light commercial vehicles, large goods vehicles, electric vehicles or buses, as each requires differing skills.

## Driver Coaching and Driver Development – Modular Approach

Not all drivers are the same; different skill sets and driving aptitude, driver confidence together with driving experience. These areas can further challenge drivers and increase or reduce their risk at any one time whilst driving.

A lack of vehicle familiarisation or the types of roads driven can further challenge a driver.

Driver behaviours are a crucial area to consider and will affect the persons driving decisions and their confidence.

Working with data provided from telematics solutions, using a range of risk indexes to including behavioural analysis, a modular approach that both supports the development of drivers, affords a reduction in driver risk and a reduction in bent metal costs.

Therefore a modular approach allows the development and reduction of a specific driver's risk and can be delivered in line with the recognition and understanding for a driver's behaviour following analysis of output of data linked to telematics solutions.

Modular Driver Educational Programmes can cover the following; - Cars - Light Commercial Vehicles - Large Commercial Vehicles - Bus - Electric Vehicles- Defensive Driving - Eco driving - Speed Awareness - Fatigue - Distractions - Drink and Drugs - Vehicle Familiarisation

Courses need to be delivered at a time to suit the driver and the company, in line with worktime responsibilities and work-related driving time. This both supports efficiency in client/driver time management and the associated costs, together with corporate responsibilities under Management of Health & Safety at Work Regulations 1999.

# CONCLUSION

Following a Driver Improvement Process, including assessment, coaching and training, supported by driving style information from a vehicle tracking system has been proven to improve, and maintain, improvements in driver behavior.

The return on investment case is clear in the reductions in fuel cost, less accidents, lower vehicle maintenance and lower insurance premiums.

We hope this guide has provided an insight into how monitoring and reporting on driver behaviour will help you plan a telematics based Driver Improvement Process for your own business.

If you want to discuss how telematics linked to driver training can help driving behavior management in your business please let us know.

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Nigel Porter has over 30 years experience in telematics and mobile data with roles in development, sales and operations. Ranging from the early days of GPS tracking over analogue mobile phone and Private Mobile Radio networks to current GSM GPRS and satellite communications he has seen telematics evolve into an essential management tool for companies with mobile assets.

His telematics experience is with both start-ups and large international public companies covering all aspects of product development, sales, technical and customer management for both commercial telematics and high level security applications. Telematics Consultancy Services provide products and services to companies seeking to implement telematics, improve driver behaviour and manage mobile phone use in company vehicles.

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