SOLERA | eDriving

10 Best Practices for Effective Driver Risk Management

eDriving has devised ten points of action to help your organization reduce collisions, injuries, license violations and total cost of fleet ownership.

SOLERA | eDriving

1

Evolve from safety training to comprehensive driver risk management

Your organization may already provide safety training, but is it delivered within a comprehensive program that measures risk, enables you to incorporate multiple data insights, identifies individual strengths and weaknesses, and delivers effective manager coaching and driver training on an ongoing basis to sustain behavior change?

A program that gives you a broader, more comprehensive view of the risks facing your drivers, and helps you proactively manage these risks, is more likely to help you achieve your risk management goals.

Learn more

From Basic Safety
to End-to-End Risk
Management

DOWNLOAD EBOOK

2

Kick-start a safety culture

A solid safety culture within a driver risk management program establishes executive leadership commitment to safety as a top corporate priority and defines, communicates and reinforces non-negotiable policies and standards that are designed to keep drivers (and the wider community) safe while employees are driving for work purposes. It also establishes personal accountability with a driver pledge, includes detailed fleet policies and standards, and provides coaching and training tailored to employee needs.

A safety culture goes beyond the minimum legal requirements by, for example, not just offering training once, or periodically, to risky drivers, but by actually helping to change the behavior responsible for risky actions behind the wheel. Companies with a comprehensive safety culture may also extend a driver risk management program to include other authorized drivers of company vehicles, such as family members.

Learn more

Making Driver Safety
a Way of Life

DOWNLOAD EBOOK

3

Embrace "big data" for big insights

Integrating multiple sources of driver performance data into a single system, with an easy-to-use manager dashboard complete with coaching tools, provides you with an unprecedented view of total risk across your organization. It can also help you to deliver timely and relevant analytics to fleet managers and senior business executives.

Data sources in a comprehensive driver risk management program might include:

- Risk assessment results
- License checking/Motor Vehicle Record (MVR) output
- Collision/incident reports
- Telematics behavior data
- CSA data (commercial fleets)
- Additional or custom data "universes"

Having a unified view of fleet driver performance as part of a holistic risk management program helps you to rank drivers so you can execute an appropriate response plan for those deemed most at-risk.
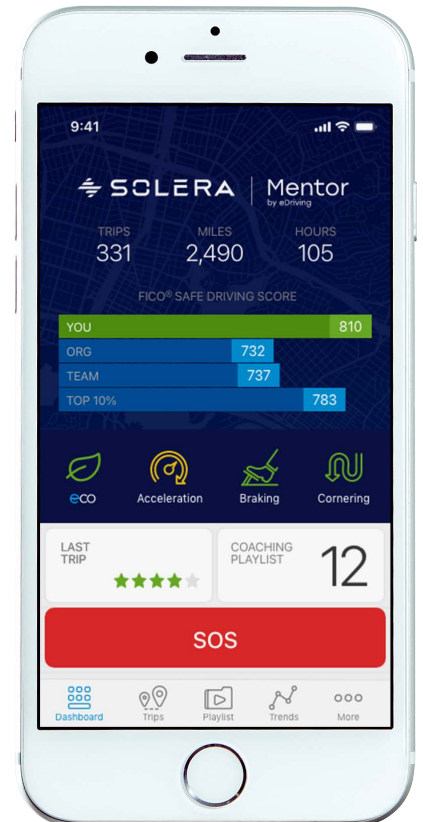
Learn more

The Importance of "The Big Picture" for Fleet Managers

VIEW ARTICLE

4

Reap the benefits of telematics

The latest smartphone-based telematics technologies can collect and analyze driver behavior data as part of your driver risk management program. This behavior data can include Acceleration, Braking, Cornering, Speeding, and Phone Distraction. Smartphone-based solutions eliminate the need for in-vehicle installation (as is the case with "traditional" telematics) and, because they are portable, they can move with the driver between vehicles, can be used in any type of vehicle – including cars, trucks, vans, and two-wheelers – and in any location in the world. Smartphone-based solutions can also be combined with existing telematics solutions that measure activities such as seat belt use, idling, fuel efficiency and reversing, to create a single performance management system for enhanced risk management opportunities.

Learn more

Mentor by eDriving: Risk Reduction Redefined

VIEW WEBSITE
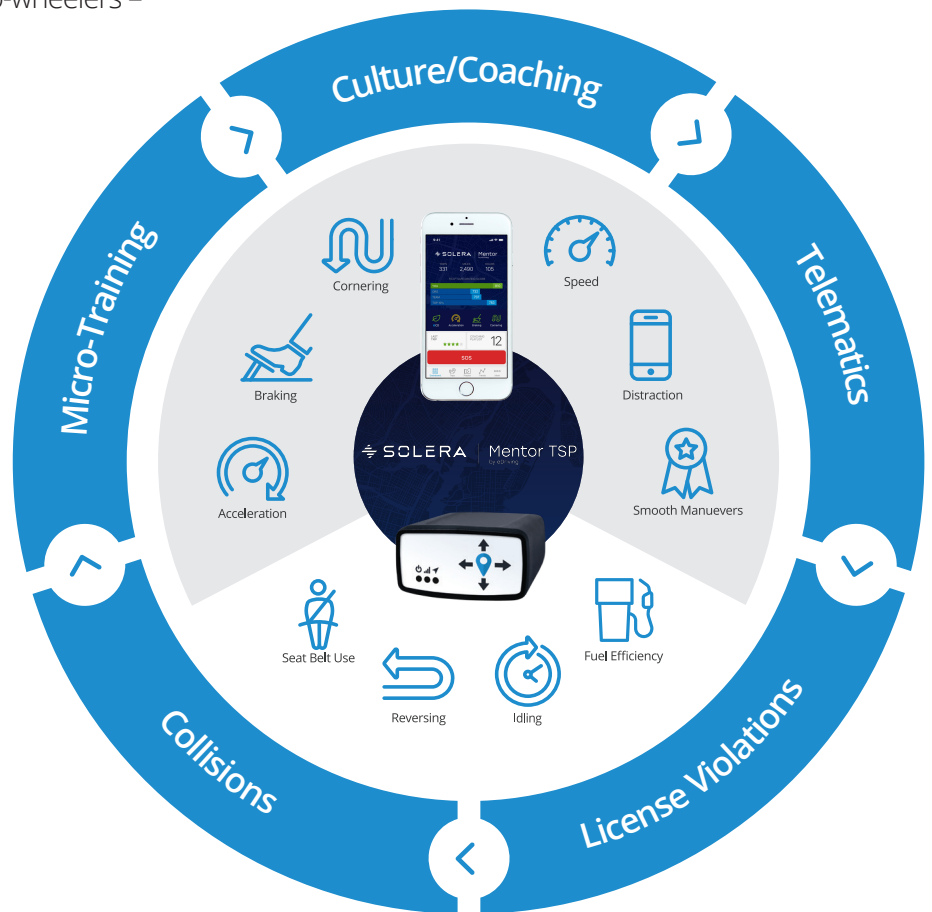
5

Address privacy concerns head-on

Today, data security and privacy compliance are among the most important considerations for practically every business. For that reason, when reviewing driver risk management solutions, data security and privacy compliance are critical components of the assessment and planning phases and can even be the deciding factors in whether a program is adopted or not. Many organizations will need to justify the implementation of a driver risk management program and prove that it complies with relevant data protection and privacy laws.

The word "telematics" in particular, can sometimes trigger privacy alarm bells, yet addressing concerns about such programs from the outset is usually the most effective way to allay any such fears. Remember, an effective driver risk management program is there for the benefit of employees, their families, and the communities in which they live and work, and is a means of managing road safety proactively.

Learn more

Addressing Privacy Concerns in Driver Risk Management

VIEW ARTICLE

Important privacy questions

1. How will the program reduce incidents, collisions, license violations and injuries to employees driving for work purposes?

2. Is it compliant with GDPR/CCPA/PIPEDA/LGPD/Privacy best practices?

3. How and where is driver Personally Identifiable Information (PII) data stored and processed?

4. What information is shared with line managers/HR/safety personnel/peers?

5. What information is sent to leadership and/or corporate teams?

6. Who is the data controller and owner of the program data?

7. What are the privacy rights of the driver?

8. How does the program support High-Risk vs. Medium-Risk vs. Low-Risk drivers and is the approach sensitive to privacy strategies?

6

Remediate risk with targeted micro-training

By accurately measuring driver risk levels, you can identify areas of weakness in need of additional training. Risk management programs that incorporate the latest technologies can provide training modules directly to the driver, both routinely, and in response to specific risky behaviors.

Best practices for effective driver training

- Automatically assigned to drivers based on performance and/or attitude gaps
- Interactive, engaging, motivating
- Delivered in short, 3-5-minute modules (micro-training)
- Monitored by managers to ensure completion
- Easy to access on phone, tablet or computer

Where identified as necessary (for example, in top 10% riskiest drivers), one-to-one coaching between the manager and driver is recommended to help drivers understand the behaviors that are putting them at risk, and more importantly, how to change those behaviors.

Learn more

Coaching Drivers Towards Low-Risk Behaviors

VIEW ARTICLE

7

# Stay ahead of the game with ongoing monitoring

A driver risk management program that includes a predictive, independently-validated driver risk assessment can help your organization better understand and predict the likelihood of a driver being involved in a collision. Data inputs to a comprehensive risk profile may include driver history, crash data, trip data, vehicle information, and assessments of driver attitudes, behavior and defensive driving best practices.

Motor Vehicle Record (MVR) point-in-time checks and ongoing license monitoring will help you manage risk levels over time and promptly identify violations in need of intervention and remediation.

Learn more

Discover the Gold Standard in Driver Risk Monitoring

VIEW WEBSITE
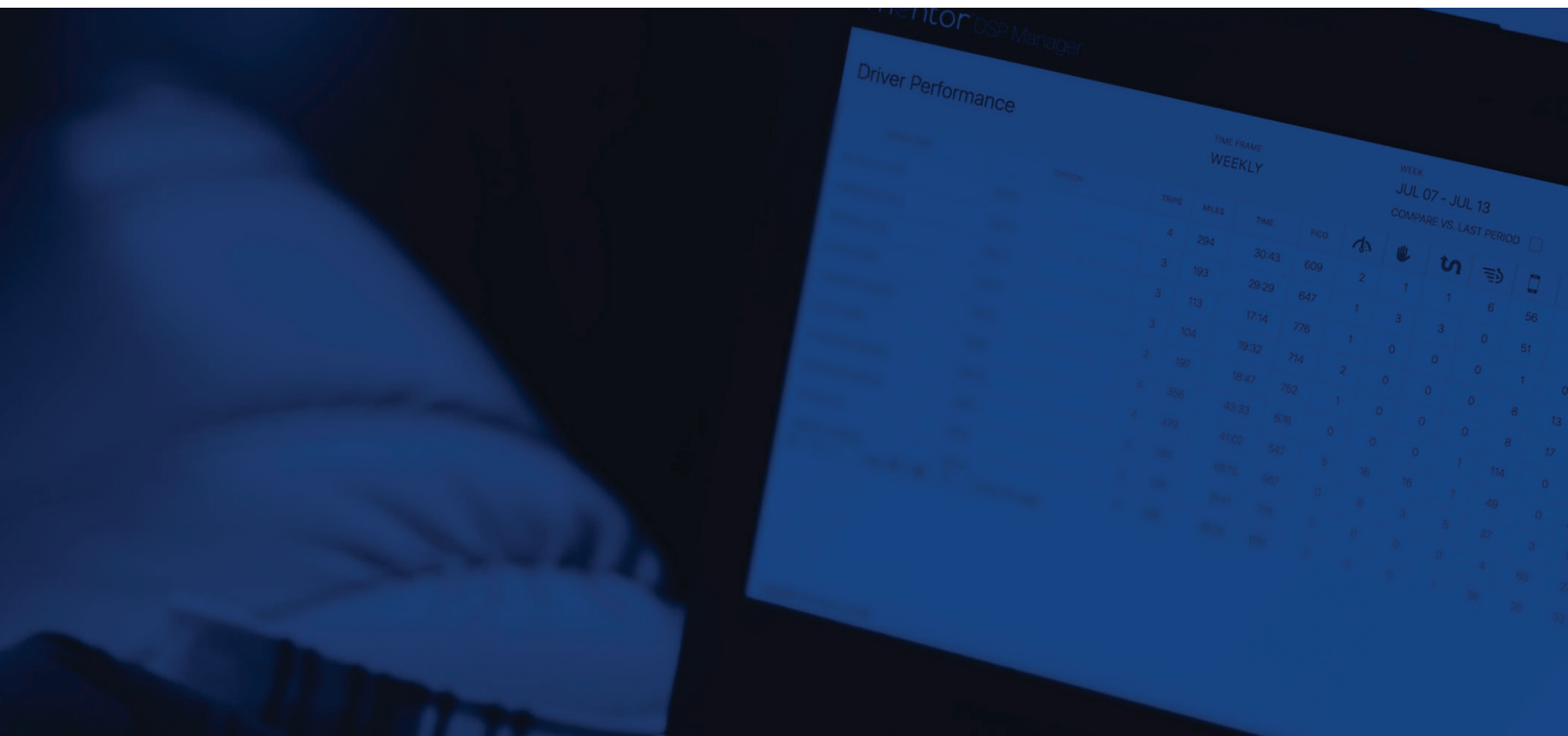
8

Embrace the digital revolution

In addition to the global COVID-19 pandemic, 2020 will be remembered as the year that everything went digital. And, while digital safety programs are not completely new, more and more elements of driver risk management are shifting to a digital format, including driver training and coaching.

As well as being able to combine smartphone-based solutions with existing telematics solutions, digital driver risk management programs offer numerous other tools and features that can be used in-app, including:

- Digital driver training
- Incident reporting
- Vehicle inspections
- Gamification (e.g., emojis/chat functionality/direct messages between employees)
- Real-time trip reports and feedback for drivers
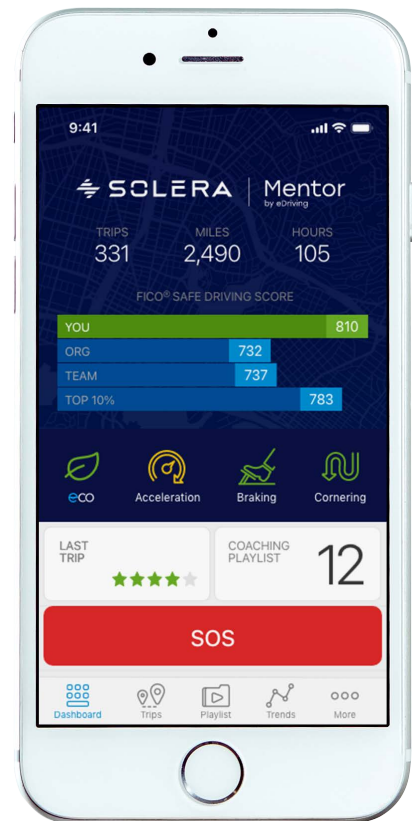
Learn more

Digital Driver Risk Management Tools for 2021 and Beyond

VIEW ARTICLE

9

Take control of grey fleet management

While 2021 is starting out with many people still working from home, we're seeing that more people who are returning to work (or planning to return to work) are choosing to use their own vehicles for work where this is an option instead of using a shared or "pool" vehicle. Additionally, a sizable number of people who previously traveled to work using public transportation, are now choosing to use a car instead.

With an increase in "grey fleet" (any personal vehicle used for work purposes) expected for some time, it's important for your organization to address this "grey area" as part of its risk management program.

Many companies have the mistaken idea that an increase in grey fleet use reduces their liability or duty of care. This is not so. If a vehicle of any kind is being operated for business purposes, there is no reduction in the level of duty to ensure the vehicle and the driver are safe to operate. In fact, if your organization relaxes its oversight of personal vehicles, it could be considered more negligent for relaxing known safety standards and failing to protect the public.

⇌ SOLERA | eDriving

Grey Fleet Management

A brief guide to employer responsibilities and the development of a comprehensive driver policy

The use of personally-owned vehicles (grey fleet) is predicted to increase following the COVID-19 pandemic, due to "working from home" status affecting company car eligibility and safety concerns resulting in a preference for private-use vehicles. How does this affect employers, and how can organizations ensure they meet their legal and duty of care responsibilities in helping to protect the safety of those who drive for work purposes in their own vehicles?

Learn more

Grey Fleet: The Myths, The Liabilities, The Solutions

VIEW EBOOK

10

Spread the word

Don't underestimate the value of regular communication, both formal and informal. Sending communications that address specific risks (e.g., distraction, fatigue, etc.,) not only supports your program goals, but also helps to keep these issues top of mind. Crashes typically increase around holiday times so it's a good idea to send safety communications from leadership before major holidays and season changes to remind drivers of safe practices.

Best practices for effective communication

- Driver guides
- Safety tips
- Performance results
- Company newsletters/updates
- Themed days/weeks/months

eDriving's digital global road safety magazine, three60, features road safety news from around the world that is ideal for sharing with employees and their families.
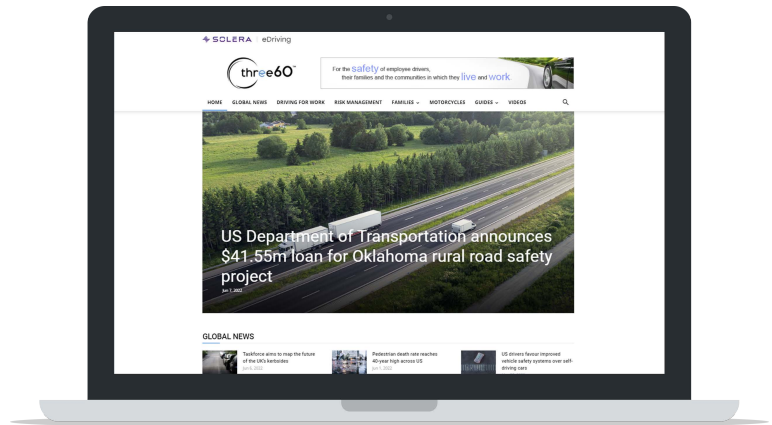
Learn more

Best Practice Driver Guides
three60

SOLERA | Mentor
by eDriving

A personal driving coach

eDriving's digital driver risk management program, Mentor, is the ideal driver safety program for use in any vehicle, including the grey fleet.

Mentor is a "continuous improvement" driver risk management solution, acting as a personal driving coach to help drivers continually improve and maintain their safe driving habits. Mentor collects, analyzes and scores Acceleration, Braking, Cornering, phone Distraction and Speeding (ABCDS) data and provides clear performance progress and in-app training to help drivers change their driving behavior and reduce their risk of collisions.

Features

No hardware required. The Mentor app uses smartphone sensors to collect & analyze driver behaviors most predictive of risk including phone distraction.

Validated FICO® Safe Driving Score. Through eDriving's partnership with industry analytics leader FICO®, drivers receive an individual FICO® Safe Driving Score validated to predict the likelihood of a driver being involved in a crash or incident.

In-app training. In addition to identifying and reporting on risky behavior, Mentor helps remediate it by providing engaging, interactive micro-training modules (3-5 mins.) delivered directly in the app.

Warranty. An industry first! eDriving warranties that Mentor will reduce collisions by at least 20 percent in the first year or program fees will be refunded.

Gamification. Emojis and chat messaging encourage friendly competition between managers and their Sales, Service, and Delivery teams, as well as co-workers across the organization. This approach helps create very powerful informal "circles" and talking points for managers, as well as helps make safe driving a key part of every workday.

Driver Event Report (DER). Mentor's in-app reporting toolkit makes it easy for Sales, Service, and Delivery teams to complete and submit to employers, accident management partners, and insurers all the required information and photographic evidence required to aid the driver risk management process and minimize total collision costs.

A patented approach to driver risk management

Crash-Free Culture® is a holistic, integrated driver risk management program composed of five interrelated components designed to work together to measurably reduce collisions and incidents caused by risky driving:

Safety Culture

The heart of the Crash-Free Culture program is establishing clear cultural context and accepted norms within the organization. We help establish or augment each client's culture of safety including building or improving a company's fleet safety policy, creating and securing commitment to the driver pledge, and communicating expected driving best practices and privacy policies related to driving.

RoadRISK®

Our predictive psychometric risk assessment tool helps fleet managers understand the likelihood of a driver being involved in an incident/collision. Input to the model includes driver history, trip and vehicle information, assessments of attitudes, behavior and knowledge of defensive driving best practices, and real-time hazard identification challenges using full motion video.

DriverINDEX®

Our analytics platform integrates comprehensive fleet driver performance data from disparate sources (including 3rd parties) into a single system, providing an unprecedented unified view of total risk across an organization. These data sources can include:

- RoadRISK results
- License checking/MVR output
- Collision/incident reports
- Telematics data – Mentor by eDriving℠ or other
- CSA data (commercial fleets)
- Additional or custom data 'universes'
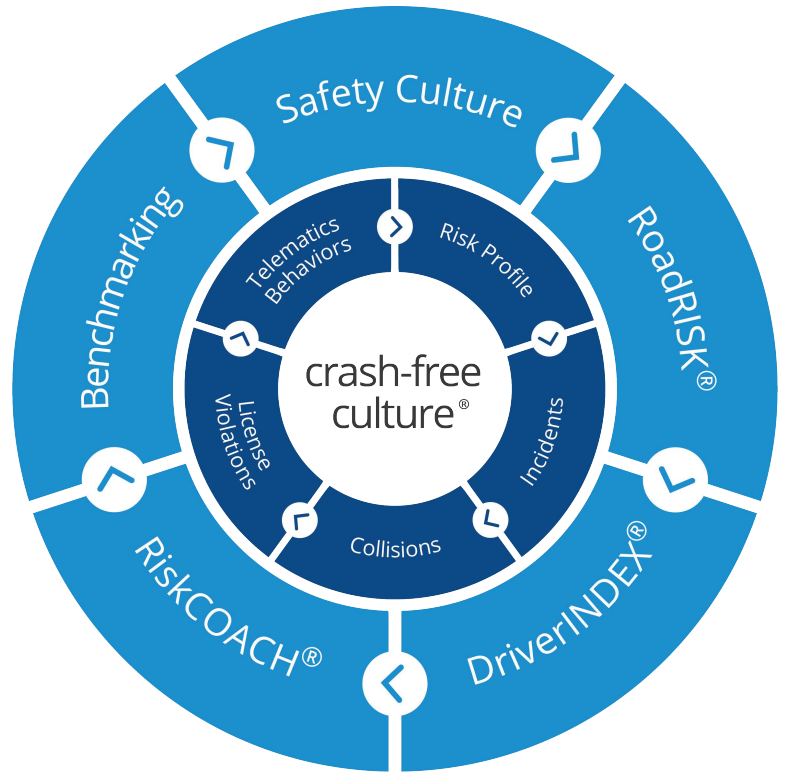
RiskCOACH®

Our extensive library of 24 subject-specific online training courses available in 45 languages with country-, region-, and culture-specific content. A core set of six courses is recommended for all drivers during years one and two of program implementation, while additional courses will be automatically prescribed to at-risk drivers to address gaps identified by RoadRISK assessment results. 36 Best Practice guides are also included for quick review of key topics.

Benchmarking

Monthly, quarterly and annual reporting allows managers to monitor key metrics regarding collisions, injuries and incidents (standalone and per million miles driven). Scorecards provide benchmarking at industry, organization and country/division levels to help calibrate results and identify areas requiring attention.

SOLERA | eDriving

The choice of industry leaders worldwide.

25 years' experience
1,000,000+ active fleet drivers
96 countries

100+ client & partner awards
Comprehensive risk management solutions
Large-scale validation studies