



Driver Risk Index and Behavioural trainings

as an instrument to increase transport safety

AMRKS, Pristina, January 24th 2018



Content

- What is DriverMetrics...
- Understanding drivers behaviour...
- Driver Risk Index
 - Evaluation, activities and informations for drivers' management
- Advantages of drivers' behavioural change

DriverMetrics

- System developed in 2005. at Cranfield University
- Drivers' evaluation approach based on scientific researches
 - 25 years of research/ 70 academic scientific whitepapers and publications
- Scientifically checked driver risk evaluation and behavioural interventions
 - Cars, Vans, Trucks, Buses, Emergency services (police, ambulance, fire brigade...)



'Decrease human, financial and legal costs of job related traffic accidents.'

Some of the customers



Balfour Beatty



SKANSKA



Understanding of drivers' behaviour...

Does being late on an important meeting change the way we drive?

- Frustration
- Pressure
- Bad decisions
- Accepting risk
- Agression
- Road conflicts



...our driving personality is changing and we behave in a different way...

DriverMetrics – 3 steps to safer driving

Identify

Driver Risk Index™

Choose the most appropriate Driver Risk Index™ assessment.



Set:
Language
Country/Benchmark



Standard



Fleet



Truck



Autobus



Tram



Police



Ambulance



Fire

Review

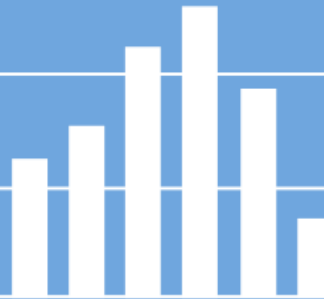
Management Information System

Evaluate your driver reports at the press of a button. The Management Information System analyses your entire fleet data, and can be customized to your business needs.

High

Medium

Low



Act

Intervention Options

Select the most appropriate intervention to address the specific driver behaviour. Identified in Driver Risk Index™ reports.



e-learning



In-vehicle coaching



Workshops



Online training

Programme

- Focus on drivers
- This is not a test/exam...
- Risk factor assesment
- Allows detection and creation of uniqe drivers risk profile
- Precise indicator of possible road accident involvement
- Basis for targeted and personaly adapted preventive activities
 - Behavioural trainings
 - Eco Drive trainings



TDRI – Truck driver risk index

Driver Risk Index™ assessments are the most extensively validated measure of behavioural and situational risk available. The Truck Driver Risk Index™ identifies crash risk for drivers of vehicles of 7.5t and above, enabling the selection of highly targeted and therefore more effective training interventions.



Key Features

- ✓ Research validated assessment informed by Cranfield University's latest research
- ✓ Designed for truck drivers
- ✓ Assesses 9 behavioural factors
- ✓ Assesses 6 standard situational risk factors*
- ✓ Use as a selection or driver development tool
- ✓ Management Information System
- ✓ Global benchmarks and translations
- ✓ Online access via secure website
- ✓ Enables targeted training interventions
- ✓ E-learning, workshop and driver coaching intervention options

*additional company-specific factors can be added/removed

Risk factors for truck drivers

Situational Risk Factors	Behavioural Risk Factors	Coping Risk Factors
Age Annual mileage Driving hours Driving experience Licence status Crash history	Patient Driving Driving Excitement Anxious Driving Fatigue Resistance Work Related Risk	Confrontation Driving Focus Self-evaluation Driving Concerns



Risk factors for fleet drivers

Situational Risk Factors	Behavioural Risk Factors	Coping Risk Factors
Age Annual mileage Driving hours Driving experience Licence status Crash history	Patient Driving Driving Excitement Anxious Driving Fatigue Resistance Work Related Risk	Confrontation Driving Focus Self-evaluation Driving Concerns



Driving excitement

DRI can identify drivers tendency to use driving as one of the ways to reach excitement

- Generally fast driving
- Frustration with „slow” drivers
- High speed cornering and forced overtaking
- Fast accelerations and harsh braking



FleetDriverRiskIndex™

Please enter your username and password

username:

password:

Login



Fleet Driver Risk Index v5

Section B

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The further into a day's driving I am, the harder it is to maintain concentration.

not at all

very much

Driving under pressure is part and parcel of my everyday work.

not at all

very much

I have a natural driving ability compared with other company vehicle drivers.

not at all

very much

continue

Report example

Driving Excitement - Medium Risk

This factor measures the need to experience the excitement or thrill of driving - especially on the open road. Drivers who are low risk tend not to use driving as a way of gaining excitement. Research shows that the desire to experience the thrill of driving makes high scorers more likely to take risks and be involved in a collision. Typical undesirable driving behaviours associated with this factor are:

General speeding	Frustration with 'slower' drivers
Cornering at excess speed	Excessive overtaking
Harsh braking	Displays of overconfidence

Work Related Risk - Medium Risk

This factor is associated with feeling pressured when driving for work, through not wanting to be late reaching destinations or concerns about running out of driving hours. Research shows that driving under time pressure increases your chances of being involved in a crash. People who score low risk on this factor tend to focus on driving safely rather than on their journey time. Those who score high risk tend to feel more stressed by time pressure, which can lead to undesirable changes in their driving behaviour, typically:

Tailgating	Poor judgement
Lack of courtesy	Disregard of traffic rules
Competing for road space	Intolerance of others actions

Your Behavioural Risk Factors





Frustrations



You start to pass. Just at that moment the driver moves across straight into your path and you have to brake. Angry, you sound your horn.



You

Feeling annoyed by the car drivers cutting in, increased your blood pressure and heart rate. This affected your judgement at the junction.

Click the forward arrow to continue

Upravljački informacijski sustav



Driver Risk Index

DriverMetrics Admin Client

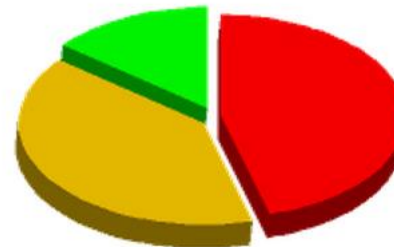
MIS Overall Risk Profile

Demonstration: Truck Driver Risk Index

[Round](#) [Groups](#) [Assessment Results](#) [Graphical Analysis](#) [Driver Type](#) [Admin](#)

Overall Risk Profile

Number of tests allocated:	260
Number of Driver Risk Index™ assessments taken:	35
High Overall Risk:	16
Med Overall Risk:	14
Low Overall Risk:	5
Target completion date:	not defined



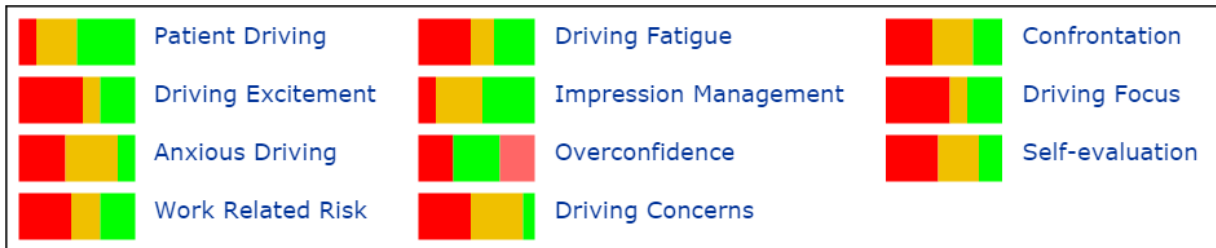
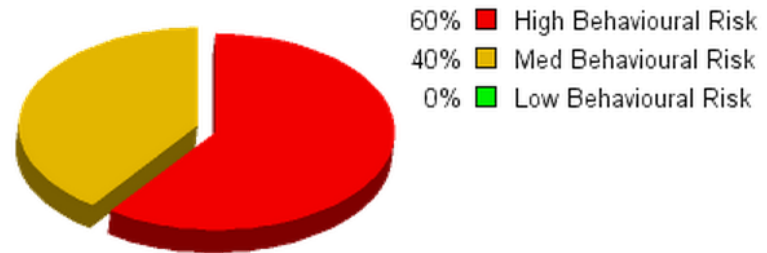
46% ■ High Overall Risk
40% ■ Med Overall Risk
14% ■ Low Overall Risk

Upravljački informacijski sustav

Behavioural Risk Profile

Round: TDRi demo Round 1

Number of drivers selected:	86
Number of Driver Risk Index™ assessments taken:	20
High Behavioural Risk:	12
Med Behavioural Risk:	8
Low Behavioural Risk:	0
Target completion date:	not defined



Advantages of drivers' behavioural change

Environment protection

Insurance

Personal

Legal

Financial

Case study

Balfour Beatty

“

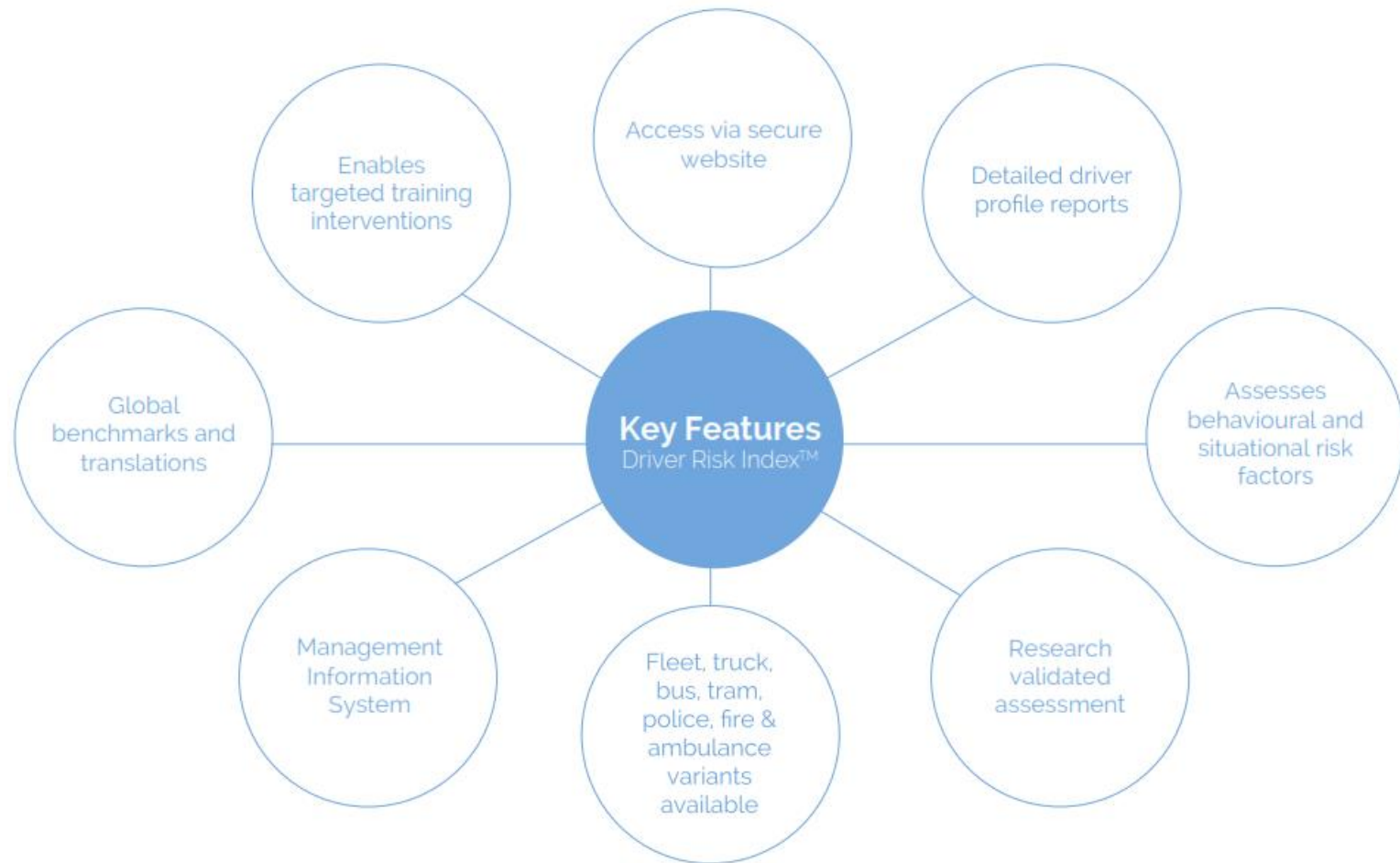
The Driver Risk Index™ has formed the foundation of our Driver Risk Management programme since its inception. A reduction in collisions has been witnessed time and time again upon completion of the Driver Risk Index™ alone; however when supported with targeted on-road coaching, custom built simulation training and interactive workshops, we have consistently managed collisions down by over 40%.

”

James Burrows, Professional Services Manager, Balfour Beatty PLC



Key Features of DriverMetrics approach





Pomoć vašim vozačima da voze sigurnije koristeći bihevioralni pristup treninzima, utemeljen na znanstvenim istraživanjima





Thank you for your attention!

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