



**MERCURIEN**

Protecting People & Assets  
in the Mobile Workplace

## MERCURIEN CASE STUDY

### NO FEEDBACK, NO COACHING

- What's happening within a fleet?
- What does the utilisation of vehicles (a major asset) look like?
- What risk behaviours are being undertaken by employees when they're driving?
- What's the link between safe driving and eco-driving?



## MEASUREMENT METHODOLOGY

Telematics to measure driver risk behaviours

Factors reviewed included:

- Speed
- Acceleration
- Braking
- Cornering
- Fatigue
- Late Night Driving
- Peak Hour Driving

Data that supports workplace imperatives:

- Safety & Duty of Care
- Cost Savings
- E.G. Fuel use
- Productivity Improvements
- Utilisation analysis
- FBT & Fuel Tax Credits



## STUDY BACKGROUND

Conducted over a 10-week period with an Australian State-based Government Department

## 26 VEHICLES OVER 70 DAYS



OVER 60,550 KM WERE DRIVEN

OVER 1,500 TRIPS

MORE THAN 1,303 HOURS OF DRIVING

32.2 KM PER DAY PER VEHICLE

## DRIVER BACKGROUND

The Vehicles were Pooled with up to 3 Different Drivers Per Vehicle



## UNDERSTANDING DRIVER BEHAVIOURS

### KEY RISKS



5 RISK EVENTS PER VEHICLE PER DAY

0.15 RISK EVENTS PER KM DRIVEN

### % OF EVENTS EXCESSIVE

SPEEDING	54%
BRAKING	49%
CORNERING	61%
ACCELERATION	38%
FATIGUE	34%

Driving over 2 hours 15 minutes without a break.



### # DRIVERS IN RISK EVENTS

SPEEDING	100%
BRAKING	100%
CORNERING	100%
ACCELERATION	85%
FATIGUE	43%



## UTILISATION

### DURING OFFICE HOURS (8AM TO 6PM)

- 40% of Vehicles Parked at Head Office
- 53% Parked Away
- 7% Driving

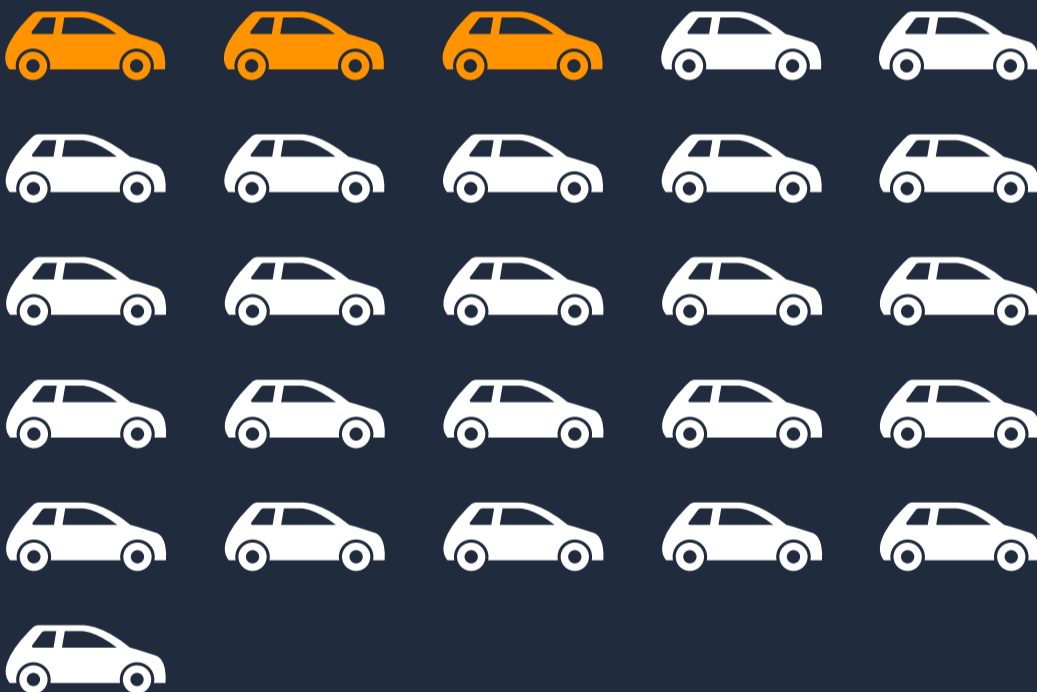
### AVERAGE DRIVING TIME PER VEHICLE

- 43.2 Minutes

## UTILISATION

The Peak Use of Vehicles at Any One Time

- 3 out of 26



34.2%

of Vehicle Use Was Outside of General Work Hours

## FUEL EFFICIENCY BASED ON RISK DRIVING

21% DIFFERENCE IN FUEL ECONOMY



LOW RISK-EVENTS PER KM DRIVEN

Risk Events < 0.12/km 6.98L/100km



HIGH RISK-EVENTS PER KM DRIVEN

Risk Events > 0.15/km 8.80L/100km

## THE COST SAVING IMPACT OF LOW RISK-EVENT DRIVING

# \$823

Per Annum Per Vehicle

Vehicle covering 30,000 km per annum @ \$1.50 per Litre



## SUMMARY

1. The Risk-behaviour results are in-line with similar case studies we've undertaken.
2. Data shows that organisations are paying for an asset that is largely under-utilised.
3. By developing a program around safe driving, organisations will reduce fuel usage.

## THE PROBLEM

Most organisations don't have access to this type of data, so the status quo remains.



## OTHER CASE STUDIES IN THE SERIES

### Access to data, no coaching

When looking to change driver behaviour, is having a WH&S policy and providing drivers with access to data enough in itself? What do the risk behaviours look like when there's no supervisor feedback and coaching to drive the process?

### Feedback, then feedback removed

Can good driving behaviours be maintained once feedback to the driver is removed? To what extent are risk behaviours moderated longer term? Where are we seeing slippage, and to what degree?

### The impact of engagement

Is there a difference between drivers who actively engage with the feedback as opposed to those who don't? If so, to what degree? What learnings can we take out of this to enhance driver-behaviour interventions going forward?

### Sustainable improvements

Using insurance-grade IVMS (In-Vehicle-Monitoring Systems), can sustainable improvements, over-and-above 'the Hawthorne Effect', be made in driver behaviour over the long-term?

## OUTCOME OF LEARNINGS

Our case studies are designed to generate a deeper understanding of both inefficiencies and the risks faced. They emphasise that it's not so much the collection of data that is important. Instead it's the engagement with the feedback, at both managerial and employee level, that's the critical factor in generating safety and cost benefits.

### About Mercurien

Mercurien protects people and assets in the mobile workplace.

Please feel welcome to contact us more information about the other case studies and/or to discuss your fleets's objectives and how we can assist.

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