



MERCURIEN

Protecting People & Assets
in the Mobile Workplace

MERCURIEN CASE STUDY

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?



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



GENERAL BACKGROUND

Conducted over a 15-week period with an Australian customer-service organisation.

46 DRIVERS

Predominately office workers. Primarily using their vehicles to get to and from work, with irregular trips in work hours to visit clients and other offices.

FEEDBACK PERIOD

The drivers were provided with feedback on their driving for the first 11 weeks.

NON-FEEDBACK PERIOD

However received no feedback during the final 4 weeks.



GENERAL BACKGROUND

	FEEDBACK 11-weeks	NON-FEEDBACK PERIOD 4-weeks
Kilometres Driven	105.421	27.692
Risk Events	12.650	3.635

KEY RISKS: FEEDBACK V NON-FEEDBACK PERIOD

	FEEDBACK 11-weeks	NON-FEEDBACK PERIOD 4-weeks
Risk Events per km per day	0.12	0.13
Risk Events per driver per	4.5	5.2
Speeding events > 115 Kmh	14	21

DRIVERS EXCEEDING 115 Kmh

FEEDBACK PERIOD



NON-FEEDBACK PERIOD



SUMMARY

1. Speeding stood out as the key risk.
2. Once feedback is removed, risk behaviours tend to increase again over time.
3. The good news was an overall moderation in the extremity of risk events.



OTHER CASE STUDIES IN THE SERIES

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?

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?

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?

LESSONS LEARNT

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 is 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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