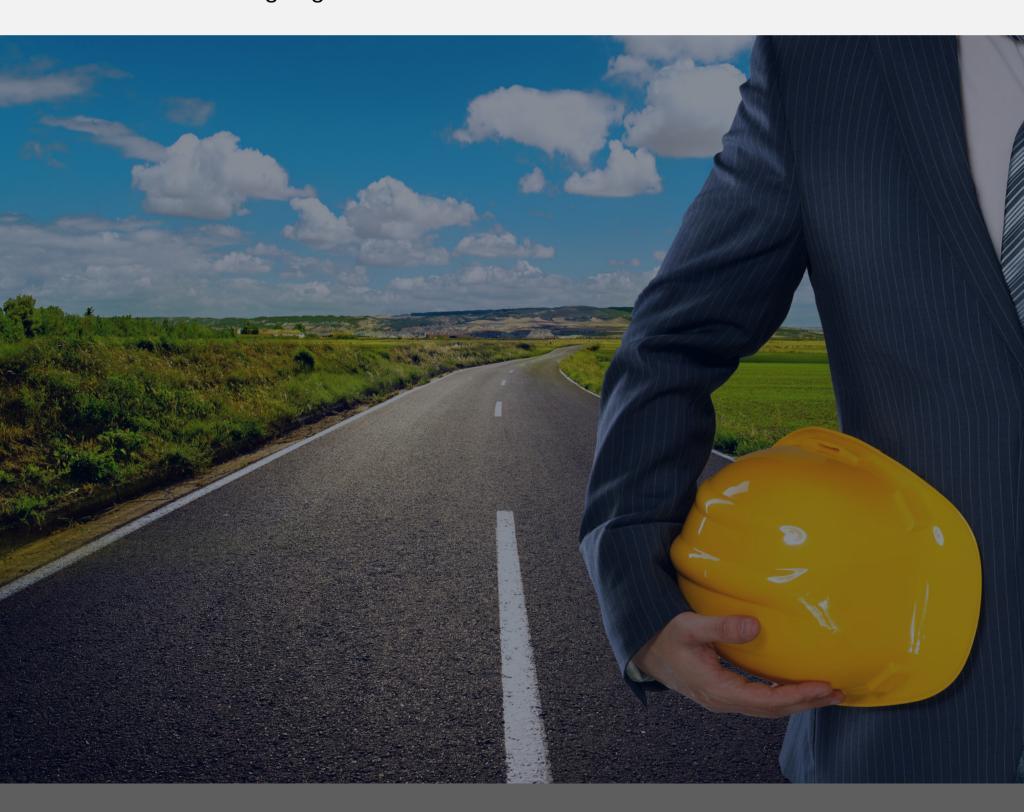


# **MERCURIEN CASE STUDY**

# 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 lessons can we take out of this to enhance driver-behaviour interventions going forward?





### 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**

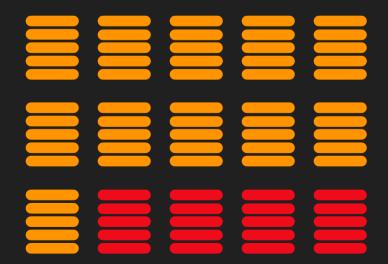
Predominately office workers. Primarily using their vehicles to get to and from work, with irregular trips in work hours to visit clients and other offices.

## **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.

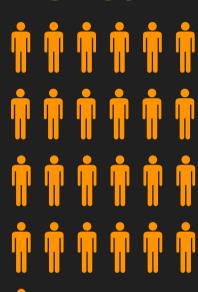




## **GENERAL BACKGROUND**

## **ACTIVE LOGIN**

More than 4 times per week during the feedback phase.



**RISK-EVENTS** PER KM DRIVEN

**RISK-EVENTS** PER DRIVER PER DAY

91%

OF RISK EVENTS WERE **CONSIDERED MODERATE** 

**HIGH-SPEED RISK EVENTS** WERE REDUCED TO **ZERO** 

## **NON-ACTIVE LOGIN**

Less than 2 times during the study period.

.4%



RISK-EVENTS PER DRIVER PER DAY

MADE NO IMPROVEMENT TO THEIR DRIVING



## **SUMMARY**

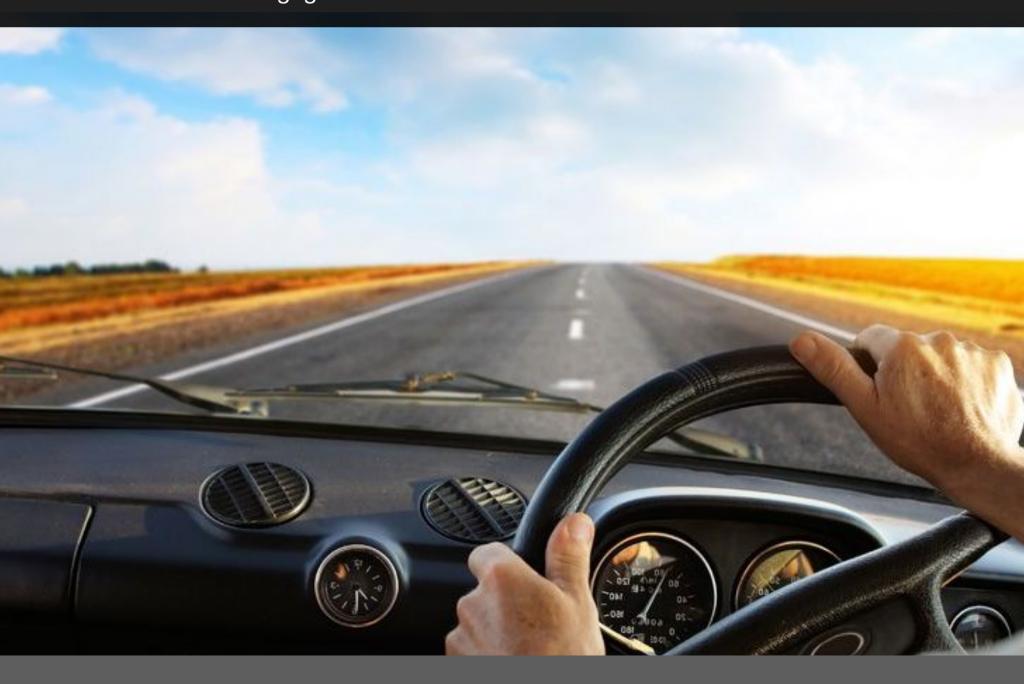
## THE PROBLEM

Some drivers find it difficult to review and make changes to their driving behaviour on their own. Possible reasons for this could stem from:

- Motivation
- Personality
- Cognitive competencies

## THE GOOD NEWS

Significant risk reduction can be achieved when drivers are provided with objective feedback and engage with it.





### 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

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

### Feedback, then feedback removed

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

### 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 longterm?

### 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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