



MERCURIEN

Protecting People & Assets
in the Mobile Workplace

MERCURIEN CASE STUDY

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?



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 10-week period with an Australian State-based Government Department

DRIVING SEDANS, 4WDs & WAGONS

DRIVING IN RURAL & REGIONAL AREAS

OVER 76,000 KM WERE DRIVEN

OVER 2,600 TRIPS

MORE THAN 1,224 HOURS OF DRIVING

32.2 KM PER DAY PER VEHICLE

DRIVER BACKGROUND

20 Drivers, able to view their data.

No coaching or feedback provided by their supervisors.



UNDERSTANDING DRIVER BEHAVIOURS

KEY RISKS



0.11 RISK EVENTS PER KM DRIVEN



% OF EVENTS EXCESSIVE

| | |
|--------------|-------|
| SPEEDING | 41.7% |
| BRAKING | 53.0% |
| CORNERING | 64.4% |
| ACCELERATION | 34.3% |
| FATIGUE | 22.0% |

Driving over 2 hours 15 minutes without a break.

MIX OF RISK EVENTS / DRIVERS INVOLVED

| | | |
|--------------|-------|-----------------|
| SPEEDING | 69.0% | 100% of drivers |
| BRAKING | 13.8% | 100% of drivers |
| CORNERING | 12.8% | 100% of drivers |
| ACCELERATION | 3.8% | 75% of drivers |
| FATIGUE | 0.9% | 90% of drivers |

SPEEDING

- ALL Vehicles had excessive and dangerous speeding incidents.
- Over 41% of speed events were excessive.

BRAKING

- Significant braking events occurred with 50% of drivers.
- When correlated across speeding, the majority of these drivers, 8 out of 10, also had high-speed issues.

FATIGUE

- 109 fatigue events.
- 22% were excessive.

41%
of speed events were excessive

THREE KEY PROBLEMS

1. Employees are not engaging in safe driving, even though their livelihood depends on having a drivers licence.
2. The data implies that it's only a matter of time before drivers lose their licence or have a serious accident.
3. Directors and officers have an uninsurable personal liability when it comes to the duty of care that they owe their workers. No-one is exempt from this provision and this includes Public Servants and Volunteer Organisations.



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?

Feedback, then feedback removed

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?

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'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.

Duncan Ferguson

Head of Fleet & Human Factors

E) duncan.ferguson@mercurien.com

M) 0493 034 347

Andrew Murrie

COO, Mercurien

E) andrew.murrie@mercurien.com

M) 0402 534 814