



MERCURIEN

Protecting People & Assets
in the Mobile Workplace

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.

46.6%



RISK-EVENTS
PER KM DRIVEN

0.079

RISK-EVENTS
PER DRIVER PER DAY

3.2

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.

53.4%



RISK-EVENTS
PER KM DRIVEN

0.160

RISK-EVENTS
PER DRIVER PER DAY

5.6

25%

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 to 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 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.

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