DriverMetrics® is the world's number one behavioural driver safety programme
Message From Our Founder

Welcome to DriverMetrics®...

“We are delighted to have the opportunity to provide you with an overview of our unique range of driver behaviour solutions, which we firmly believe will deliver real benefits to your drivers and your business.

All our solutions are the result of over a quarter of a century of world-leading research into driver behaviour.

Ever since we were founded at the renowned Cranfield University, we have helped scores of companies to implement a behaviour-based approach to managing driver risk. We look forward to being of service to you as well.”

Dr Lisa Dorn
Associate Professor of Driver Behaviour, Cranfield University
Background

**Academic Research**
DriverMetrics® Profiling has been involved in a broad variety of research which has resulted in it being referenced in over 75 academic research papers. These papers are subjected to close examination by panels of academic experts prior to publication, in a process called “peer reviewing”. This ensures that the methodology, analysis and conclusions of the papers stand up to the most rigorous of scrutiny by experts.

**Vehicle Specific**
You can choose the most appropriate variant for your driver population.

- Standard
- Fleet
- Bus
- Truck
- Pre-Employment
- Police
- Ambulance
- Fire
- Tram
- Learner
- Motorcycle (under development)
- Forklift (under development)

**Global Solution**
DriverMetrics® Profiling is translated in over 30 languages worldwide. Our international clients range from those seeking a solution in one country, through to multi-national organisations seeking global implementation.

**Management Information System**
You can review the risk profile of your fleet at the press of a button with our user-friendly Management Information System (MIS).
DriverMetrics® Profiling

Developed by Cranfield University, DriverMetrics® Profiling is a psychometric assessment to identify behavioural risk.

The assessment profiles a driver on a number of critical behavioural factors including: aggression, work related risk, driving excitement, ineffective coping strategies and susceptibility to fatigue.

Based on 30 years of academic research into the psychology of driver behaviour, DriverMetrics® Profiling is the only accurate, commercially available measure of driver behaviour, and is proven to be predictive of driving styles and chances of being involved in a crash.

The core research underpinning DriverMetrics® is the Driver Risk Index™ (DRI) — the world’s most scientifically validated tool for assessing driver behaviour.
Using DriverMetrics® Profiling

DriverMetrics® Profiling is the most scientifically validated tool for assessing behavioural, coping and situational risk.

Driver behaviour is the biggest contributing factor in 95% of road incidents. Here is how we transform it in 3 simple steps:-

1. Identify Risks
   Our unique online profiling tool identifies which of your drivers possess the behavioural tendencies that lead to crashes

2. Review the Data
   Review your drivers’ risk profile at the press of a button to gain actionable driver risk reduction insights

3. Take Action
   Utilise our scientifically validated suite of behavioural change interventions, including e-learning, workshops and coaching
DriverMetrics® Coaching Methodology

Our coaching provides an accurate insight into your driver’s behavioural tendencies following the DriverMetrics® Profiling.

Our coaches develop a bespoke action plan, designed to change your driver’s behaviour. Coaching sessions are structured around the following five steps:

1. What are your motives?
2. Driver Skills and Driver Behaviour Distinction
3. Profiling Behavioural Risk
4. Evaluation and Reflection
5. Action Planning for Driver Development

“The DriverMetrics® solution forms a major part of our risk reduction strategy as we seek to reduce the situational and behavioural risks to our drivers.

Kuehne & Nagel
DriverMetrics® Coaching Interventions

E-learning / E-Packs
DriverMetrics® state of the art e-learning is designed to address the behavioural and motivational factors associated with crash involvement. Published research demonstrates that our e-learning improves knowledge, attitudes, behaviours and skills in driving.

Insight into Action™ Driver Coaching
Our individualised in-vehicle courses provide your drivers with targeted coaching that’s based on their own personal risk profile. As the only driver coaching exclusively tailored to DriverMetrics® Profiling reports, Insight into Action™ Driver Coaching offers an intelligent approach to mitigating high risk behaviours.

Insight into Action™ Workshop
These workshops are tailored to your fleet type, size, location and number of drivers. They’re held on-site, at your offices, and are the only behavioural workshops personalised to the DriverMetrics® Profiling reports. Our aim is to develop insight into driver behavioural tendencies and strategies to help you improve driver behaviour in an engaging and interactive group environment.
Management Programmes

DriverMetrics® offers a range of programmes for all levels of Management, Supervisory Personnel and In-House Trainers.

**DriverMetrics® Profiling On-Line Course (3 hrs)**
Provides delegates with a detailed understanding of the DriverMetrics® Profiling and how to use coaching techniques to address driver risk.

**DriverMetrics® Profiling Workshop (2 days)**
Provides delegates with the knowledge and skills to implement a behavioural change programme.

“DriverMetrics® Profiling is a key element of our Global Defensive Driving Training programme for our staff... and this is a real benefit for our drivers.
Shell
Case Study: Greyhound

In August 2014, we began assessing driver applicants using DriverMetrics® Profiling.

New Hire Driver Collisions
Between September 1st 2013 and August 31st 2014, we hired 530 drivers. Of those, there were 166 collisions involving 146 drivers. Since September 1st 2014, we have hired 430 drivers. Of those, there were 106 collisions involving 89 drivers within that 12-month period.
Conclusion: We experienced a 36% decrease in new hire driver collisions year over year.

Student Driver Collisions
In the first reporting period, there were 16 collisions involving student drivers and in the second reporting period, there were 5 collisions involving student drivers.
Conclusion: We experienced a 68.75% decrease in student driver collisions year over year.

Return on Investment
• 36% reduction in collisions
• 22 x return on investment
• $1.7M estimated savings
Trusted By Companies Around The World

Leading companies across all major sectors use DriverMetrics® to address the principal factor behind fleet risk - driver behaviour.
Key Benefits

- Up to 50% reduction in crashes
- Validated assessment informed by Cranfield University’s latest research
- Designed for pre-employment, car, van, truck, bus, tram and ‘blue light’ drivers
- Assesses a range of situational, behavioural and coping factors
- Detailed driver profile reports
- Management Information System
- Online access via secure website
- Global benchmarks and translations
- Enables targeted training interventions
- E-learning, workshop and driver coaching interventions

DriverMetrics® Profiling is the cornerstone of our safe travel roadmap - We have seen a 50% reduction in the rate of accidents resulting in injuries.

Unilever