



DriverMetrics® Profiling

No two drivers are exactly alike. That's why our unique Bus profiling variant for bus and coach drivers gives an individual risk profile, allowing you to provide the most targeted and effective behavioural safety training for each driver. DriverMetrics® Profiling is the most extensively validated measure of behavioural, coping and situational risk available.

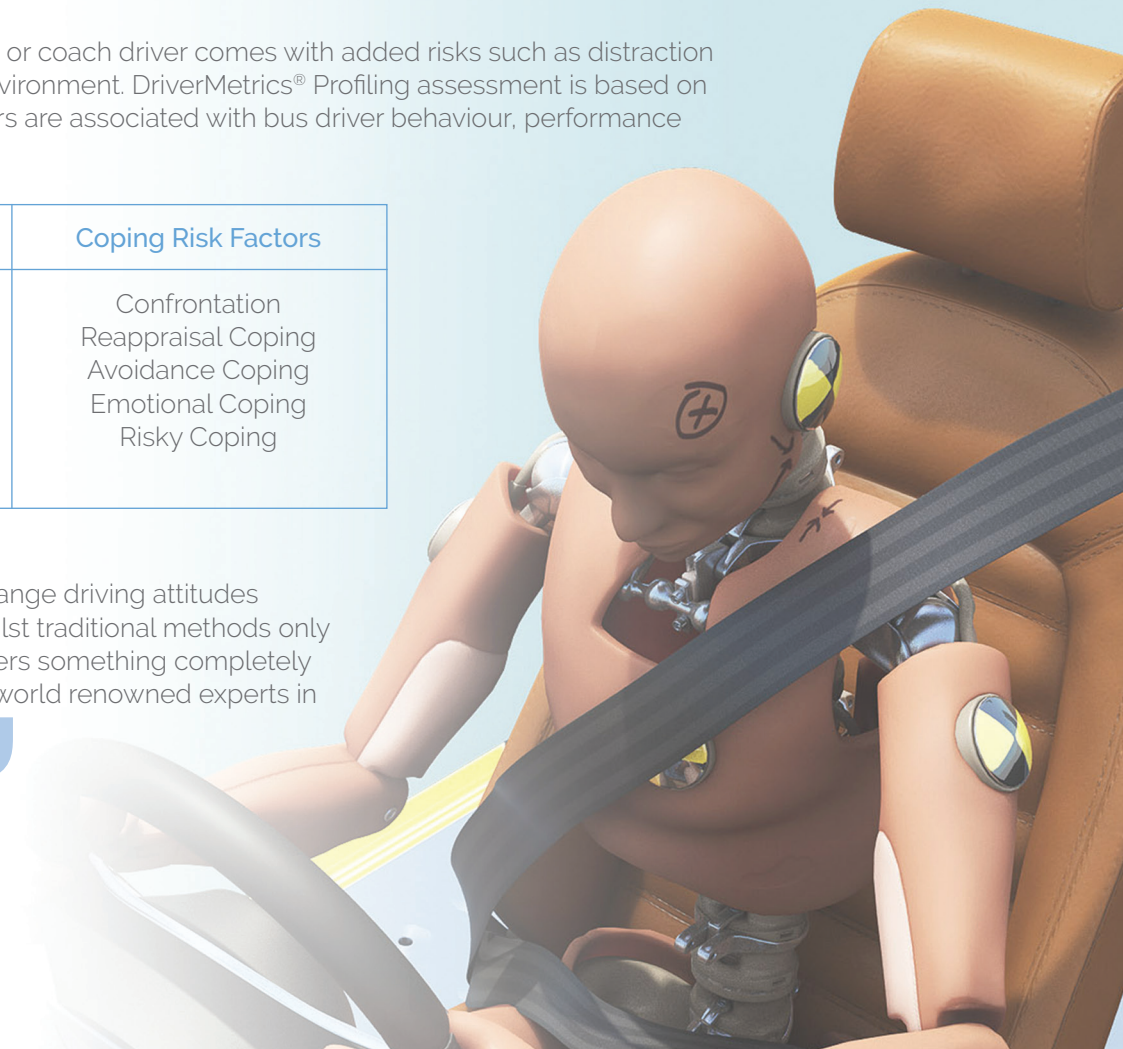
Risk Factors for Bus Drivers

Driving for work brings its own particular stresses. Being a bus or coach driver comes with added risks such as distraction from passengers and driving for several hours in a built-up environment. DriverMetrics® Profiling assessment is based on Cranfield University research showing that the following factors are associated with bus driver behaviour, performance and crash involvement:

Situational Risk Factors	Behavioural Risk Factors	Coping Risk Factors
Age Annual mileage Driving hours Driving experience Licence status Crash history	Aggression Thrill Seeking Hazard Monitoring Fatigue Proneness Relaxed Driving Driving Concerns	Confrontation Reappraisal Coping Avoidance Coping Emotional Coping Risky Coping

“ DriverMetrics® Profiling gives us the opportunity to change driving attitudes and behaviours. The benefit of this process is that, whilst traditional methods only improve the 'technical mastery' of the vehicle, the profiling offers something completely different. I believe that DriverMetrics® Profiling, developed by world renowned experts in the field, is the best solution available, anywhere, today. ”

Ray Cowpe,
Risk Manager, Arriva PLC



What does it mean for your business?



RESEARCH VALIDATED ASSESSMENT

Proven to accurately identify driver risk

BUS DRIVER SPECIFIC

Developed from research that accurately identifies the crash risk factors for bus and coach drivers.



SUPPORT FROM DRIVERMETRICS®

Your dedicated consultant can advise on anything relating to the process or implementation.

PROGRAMME CONNECTION

Links to our ongoing research programme give you a constantly evolving assessment.



RANGE OF BEHAVIOURAL INTERVENTION OPTIONS

The range of intervention options delivered by DriverMetrics®, include integrated e-learning, workshops & driver coaching.

DRIVERMETRICS® PROFILING COURSES

Have your in-house trainers equipped with the advanced skills to address high risk behaviours via the DriverMetrics® Profiling by attending our 2 day workshop.



LANGUAGE TRANSLATIONS

You can assess your global fleet, in any language.

COUNTRY LEVEL BENCHMARKING

You can assess drivers against their local peer group.



REPORTING ACROSS MANY BEHAVIOURAL RISK FACTORS

Developed from research that accurately identifies the crash risk factors for bus and coach drivers.

TAILORED FEEDBACK FOR EACH DRIVER

Comprehensive report provides driver with an easy to understand analysis of their risks, with bespoke advice on how to drive more safely.



ONLINE ACCESS

Drivers can complete the DriverMetrics® Profiling in just 20 minutes, from any location, 24 hours a day.

ROBUST DATA PROTECTION

With our secure servers and rigorous processes, you can be sure your data's safe.

USE FOR SELECTION OR DRIVER DEVELOPMENT

Aids both your recruitment process and ongoing driver development.

MANAGEMENT INFORMATION SYSTEM

Analyse results; communicate with drivers; plan your strategy, record interventions and measure compliance.

ACCESSIBLE SOLUTION

Easy to use, simple to understand, DriverMetrics® Profiling is accessible to all.

Research Evidence

We know DriverMetrics® Profiling assesses driver behaviour, because its scales have been the subject of over 70 published academic papers. It has reliably been shown that these factors are personality-based emotional responses to driving, and they are associated with crashes, errors, driver behaviours and reactions behind the wheel. You can find the full publication list at www.drivermetrics.com/publications

developed at



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