DriverMetrics® Profiling

DriverMetrics® Profiling is the most extensively validated measure of behavioural, coping and situational risk available. The Fleet profiling variant identifies crash risk for car and van drivers, enabling the selection of highly targeted and therefore more effective training interventions.

Risk Factors for Fleet Drivers

DriverMetrics® Profiling assesses drivers risk by considering the stress of driving for work. Research demonstrates that the following risk factors are most important for this type of driver and each is measured in the assessment
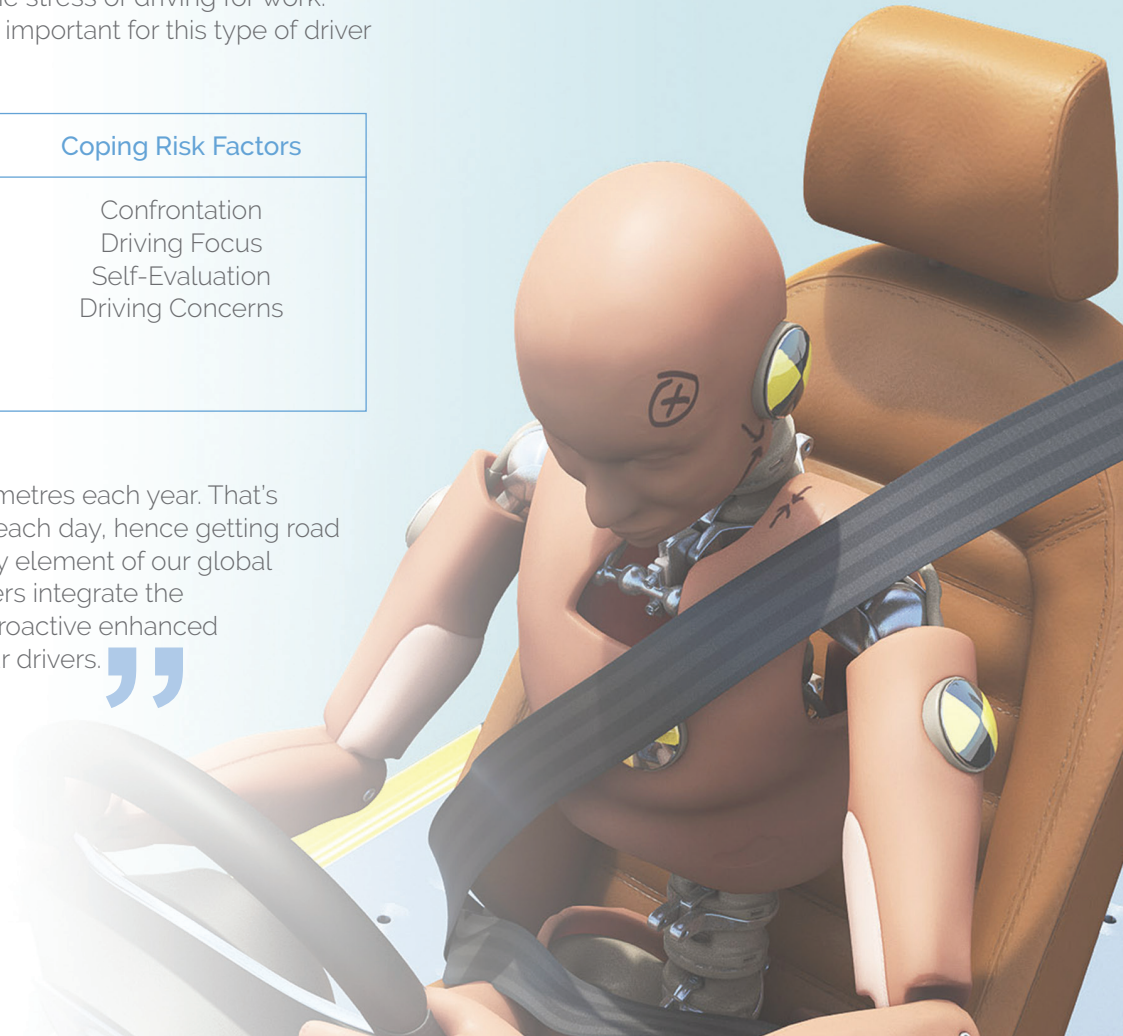
Situational Risk Factors	Behavioural Risk Factors	Coping Risk Factors
Age	Work Related Risk	Confrontation
Annual Mileage	Aggression	Driving Focus
Driving Hours	Driving Excitement	Self-Evaluation
Driving Experience	Hazard Monitoring	Driving Concerns
Licence Status	Driving Fatigue	
Crash History	Driving Anxiety	

" Shell's staff and contractors drive around 1.1 billion kilometres each year. That's equivalent to driving about 75 times around the world each day, hence getting road safety right is a priority for Shell. DriverMetrics® Profiling is a key element of our global Defensive Driving Training programme for our staff. Driver trainers integrate the DriverMetrics® Profiling with in-vehicle observations, holding proactive enhanced coaching conversations, and this is seen as a real benefit for our drivers. "

Melissa Leonard,
Global Defensive Driving Project Manager, Shell

Fleet Drivers

developed at **Cranfield University**

What does it mean for your business?

DriverMetrics®
PROFILING

RESEARCH VALIDATED ASSESSMENT
Proven to accurately identify driver risk

FLEET DRIVER SPECIFIC
Researched and developed to identify the factors that place car and van drivers at risk of a crash.

SUPPORT FROM DRIVERMETRICS®
A dedicated consultant to advise on any issues relating to the risk management process; manage implementation and technology.

PROGRAMME CONNECTION
Connect to our ongoing research programme and benefit from a constantly improving and 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
For organisations with in-house trainers, we offer a trainers course to equip staff with the advanced skills to change high risk behaviours.

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 16 RISK FACTORS
Target interventions to where they are needed, rather than adopting a 'one size fits all approach'.

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

ROBUST DATA PROTECTION
Our secure servers and rigorous processes ensure the security of your data.

FLEXIBLE RISK SCORING
Segment driver risk factors by high to low scoring; individual factor scoring or via percentage.

MANAGEMENT INFORMATION SYSTEM
Allows you to analyse results, communicate with drivers, plan your strategy, record interventions, and measure compliance.

ACCESSIBLE SOLUTION
Simple interface, together with straightforward language, makes the profiling highly accessible to all users.

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 Cranfield University

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