



DriverMetrics® Profiling

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

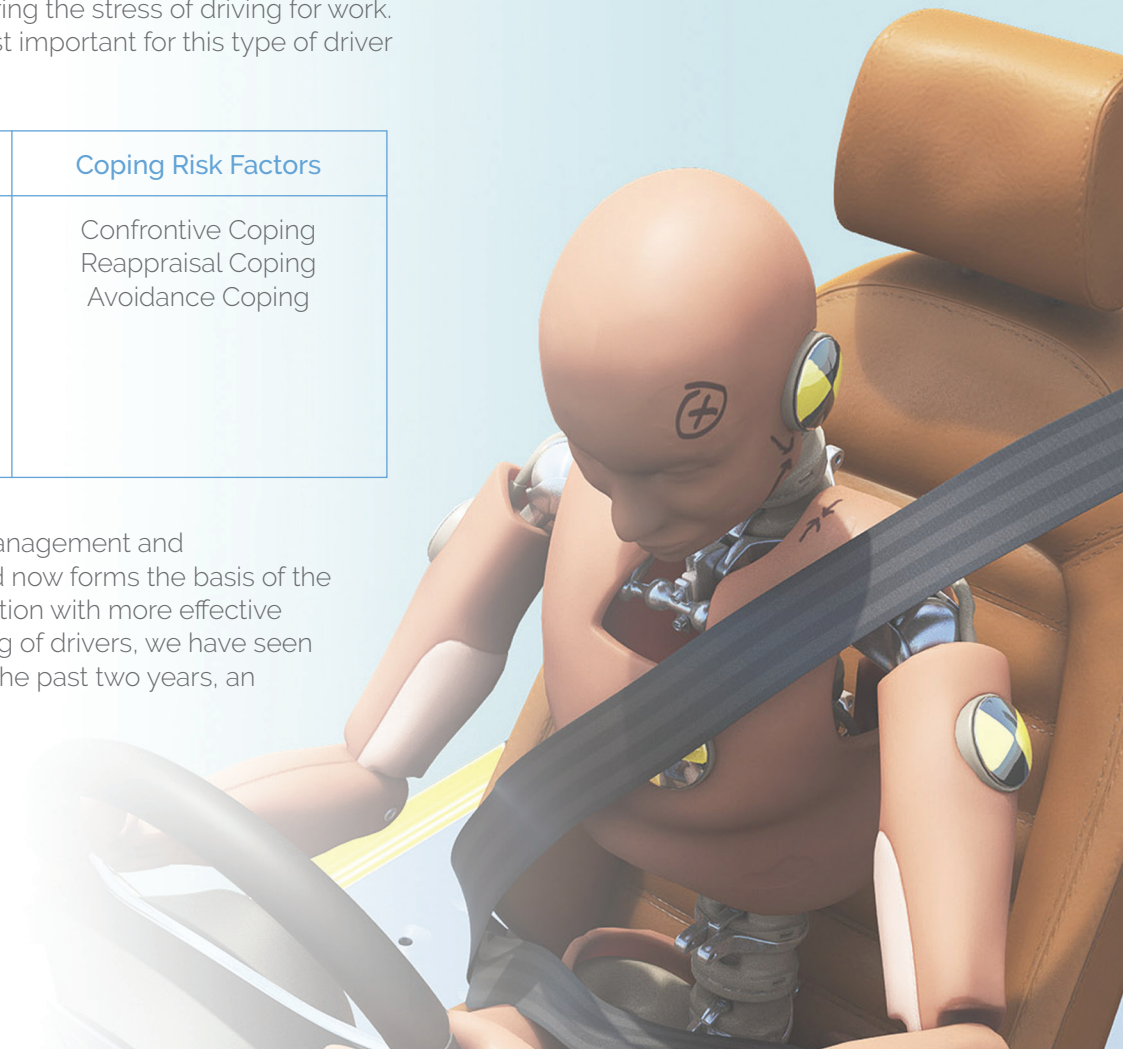
Risk Factors for Police Drivers

DriverMetrics® Profiling assesses police driver 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 Annual mileage Driving hours Driving experience Licence status Crash history	Frustration Thrill Seeking Anxiety Hazard Monitoring Risk Inevitability Fatigue Overconfidence	Confrontive Coping Reappraisal Coping Avoidance Coping

“ DriverMetrics® Profiling has become integral to the management and development of drivers within South Wales Police and now forms the basis of the ongoing risk management for police drivers. Used in combination with more effective coaching skills, simulated assessments and electronic tracking of drivers, we have seen the force accident/incident rate drop from 736 to 577 during the past two years, an effective reduction of 21%. ”

Gareth Morgan,
Head of Driver Training, South Wales Police



What does it mean for your business?



RESEARCH VALIDATED ASSESSMENT

Proven to accurately identify driver risk

POLICE DRIVER SPECIFIC

Researched and developed to identify the factors that place police 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 the 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.

STANDARD, ADVANCED & INSTRUCTOR VERSIONS AVAILABLE

Assess drivers against their specific skill level.

MANAGEMENT INFORMATION SYSTEM

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

ACCESSIBLE SOLUTION

Simple interface, together with straightforward language, makes DriverMetrics® 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



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