

Mitigate fleet risk with driver training

For industries that are operating on the road, there will always be a risk of accidents or safety incidents. The roads are a dangerous place to operate, with motor vehicle crashes being one of the leading causes of death in the country.

There are proven ways to mitigate a fleet's risk for accidents like implementing a fleet safety culture and continuously monitoring employee's driver licenses. Another effective way to reduce accidents is to implement a driver training program.

The risk is real

Over 6 million motor vehicle accidents occur every year in the United States.¹ Human error, including distracted driving, is responsible for 94% of all driving related accidents.²

The most common instance of distracted driving is cell phone use and text messaging. In today's age of smartphones, 77% of adults believe they have the skills to manage texting while driving.⁶ Sending just one text message causes a driver to take their eyes off the road for an average of five seconds. At 55 miles per hour, a vehicle can travel the length of an entire football field in those few seconds; imagine the distance traveled throughout a whole conversation!



Did you know?

40%

40% of all motor vehicle accidents are work related.³

53%

53% of accidents cause employees to miss work.⁴

\$72B

Motor vehicle accidents cost employers \$72 billion in 2019.⁴

Employers can face astronomical costs when an employee is involved in a vehicular accident. The company must absorb costs that include wage replacement, medical expenses, and property damage; in some cases, these costs must be covered for all parties involved in the incident.

Did you know?

Research done by the Network of Employers for Traffic Safety (NETS) found:⁵

\$5,800

Average cost to employers of a crash with property damage

\$64,000

Average cost to employers of a crash with a non-fatal injury

\$671,000

Average cost to employers of a crash with a fatality



Employers can also incur, less obvious, indirect costs related to accidents. These costs can cause irreparable damage to the business, including:

- Service disruption
- Lost clients
- Missed sales
- Negative company reputation
- Reduced productivity
- Claims administrative fees
- Legal fees

It is estimated that vehicle out of service costs alone can average \$760 per vehicle per day.⁶

Driver training - mitigating fleet risk

- Proactive assessment of driver and prioritization of risk to identify likelihood of being in a collision
- Driver risk profile developed based on:
 - **Driver Detail:** Tenure, collision history, speeding violations, driver habits, and more
 - **Vehicle Detail:** Service record, mileage, safety features, and more
 - **Trip Detail:** Hours driving, miles driven, work hours and more
- Drivers classified into High, Medium and Low risk

Unparalleled Results

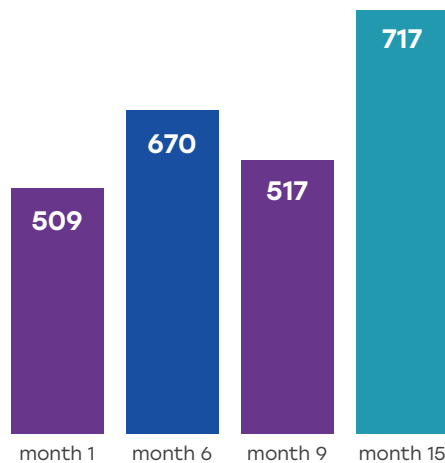
FICO safe driving score improvement

6 months

▲ 32%

15 months

▲ 38%



Drivers events improvement

Speeding

6 months

▼ 71%

15 months

▼ 82%

Drivers events improvement

Distraction

6 months

▼ 39%

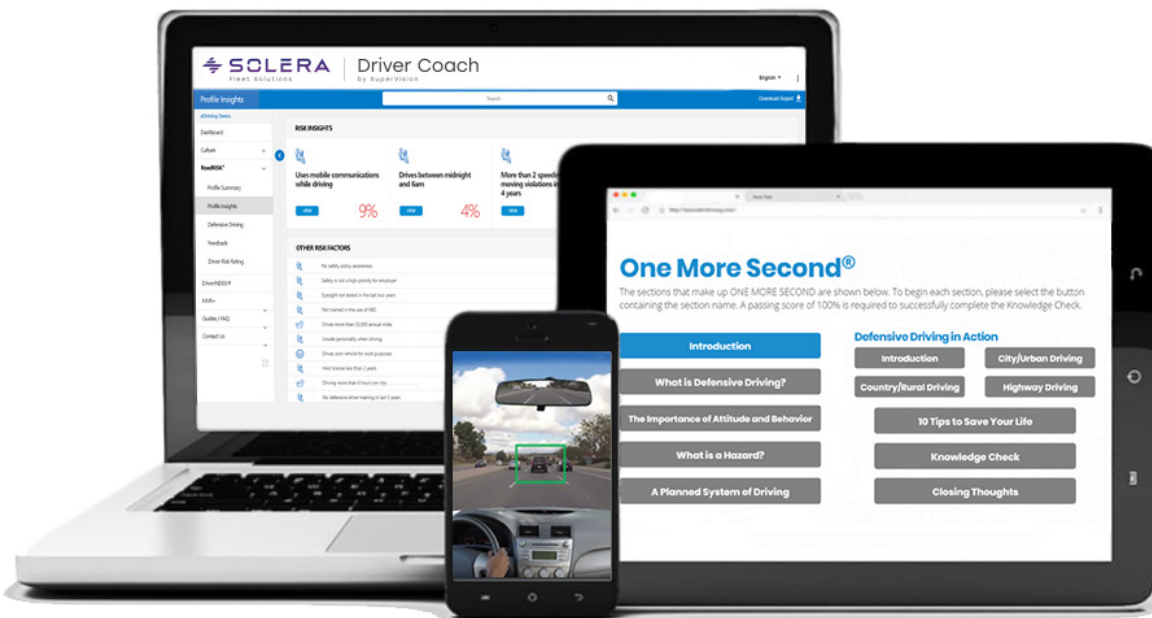
15 months

▼ 57%



Driver Coach – online, real-life video-based driver training

SuperVision's online video-based driver training program, Driver Coach, reduces accidents fleet-wide by focusing on safe driving behavior. Clients routinely see up a reduction in collisions, coupled with a dramatic reduction in the severity of their accidents and out of service events.



- Available when and where drivers need it. Driver Coach is a web-based program that is available on any type of device.
- All modules use local, real-life video footage (available in multiple languages) for heavy/medium duty truck and passenger/light duty vehicles.
- The program automatically corresponds via email with drivers, reminding them of upcoming modules—significantly improving compliance and completion results.
- Course assignments can be adjusted to target persistent collision causes, or isolate training performance metrics to identify new sources of driver risk.
- The program monitors key areas of fleet risk—from course status to quiz attempts—with training data captured globally and at the driver level.
- The program enables managers to review and compare accident rates both before and after the program, and map driver test scores to crash types, costs, and severity.

Individual learning plans

Every driver has different needs. Individual Learning Plans prioritize training modules to target a driver's most critical weaknesses. Using a standard curriculum based on high-incident and high-severity topics, this approach ensures that an individual driver's most dangerous driving behaviors are targeted first – even if they join a program mid-year.

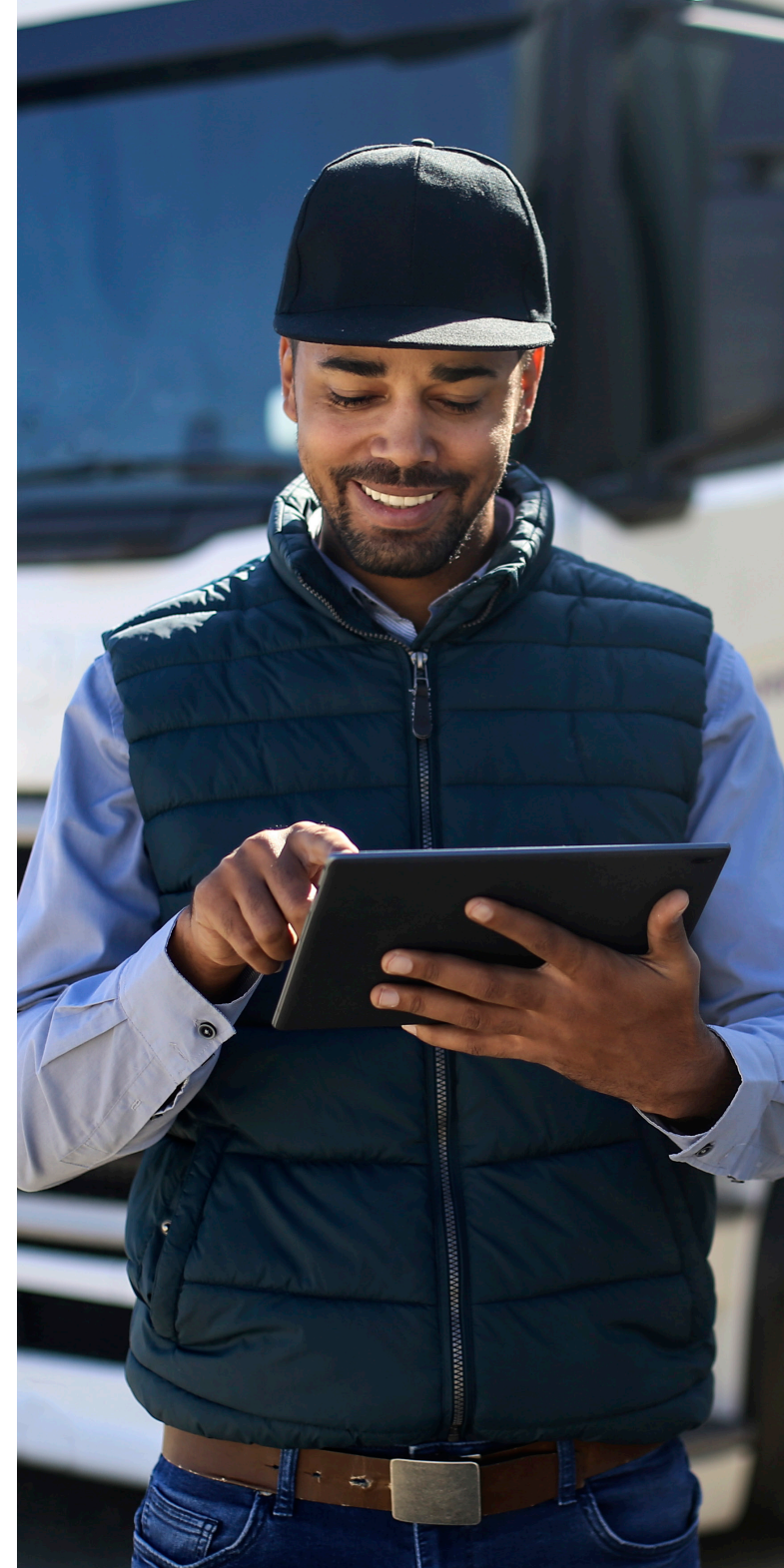
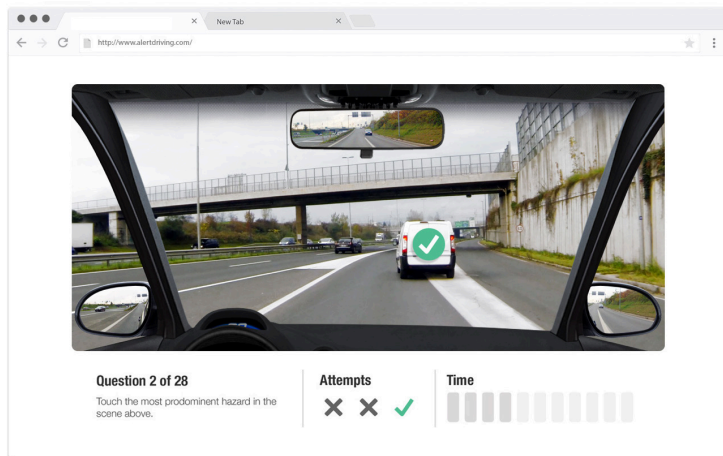
RoadRISK® Assessment

RoadRISK® Assessment is Predictive, independently validated risk assessment helps understand the likelihood of a driver being involved in a collision.

It incorporates the following factors in identifying your 20% most “at-risk” drivers:

1. Driver Profile
2. Knowledge
3. Attitude
4. Behavior
5. Hazard Perception

Coupled with the MVR violation data received from your license monitoring subscription, your driver's individual learning plan begins to encompass the complete safety/risk profile for your fleet and produces a tailor made curriculum based on their current assessment status and their past driving events.



Individual learning plans

One more second

One More Second imparts a new definition of defensive driving – a set of fundamental principles which, when combined in a planned driving system with the correct attitude and sufficient skills will guide a driver's actions.

The purpose of defensive driving is to reduce drivers' chances of collisions or incidents despite the actions of other road users or the conditions in which they're driving. This course introduces a systematic approach that will help to make your drivers' approach consistent every time they get behind the wheel. By using a planned system of driving, they will be less likely to make mistakes, and better able to recover and rectify the situation if they do.

The Driver Coach advantage

Implementing a training program can improve a fleet's safety culture immediately; giving drivers the upper hand in an industry that is risky in nature and providing benefits to the organization. Driver Coach is not just a driver training program, it is a robust solution that delivers engaging and specific educational material to drivers in a way that they can easily retain and put into practice.

With nearly half of all motor vehicle accidents being work-related, Driver Coach not only protects drivers and fleets but the motoring public as well. It is a fleet's responsibility to mitigate risk on the road and protect its drivers. Discover the Driver Coach advantage and get access to an extensive library of training materials ranging from general safety best practices to specific issues like distracted driving, multitasking, and more.

About SuperVision

Who we are

SuperVision® offers the industry's most powerful suite of tools to help your fleet succeed. Partner with SuperVision® to help monitor, support and retain your drivers. Get the peace of mind that comes from knowing your drivers are good to go wherever business takes them.

- The most comprehensive fleet safety & risk management solution in the industry
- Provides 18 of the top 25 (63 of the top 100) for-hire fleet license monitoring products
- The only continuous license monitoring solution across all 50 states, U.S. Territories, and Canada

What we do

The SuperVision® Product Suite provides the industry's most comprehensive view of driver performance and safety compliance. Receive and analyze CSA scores, telematics, and crash data. Get continuous motor vehicle record (MVR) monitoring, including driver's license status and violation updates for any driver on your team. With a designated representative provided to every fleet, SuperVision® offers the best customer service and support in the industry.

Where we come from

SuperVision® is the latest in a line of industry-leading products and services created by Explore Information Services, a Solera Company. Since 1989, Explore Information Services has been providing risk data services and developing superior information solutions for commercial fleets, insurance companies, and government entities. No other service collects more data across the United States and Canada.

Resources

1. Bailey, L. Scott. "1891 Lambert a New Claim for America's First Gasoline Automobile." *Antique Automobile* 24.5 (1960): 340-400.
2. U.S. Department of Transportation, National Highway Traffic Safety Administration, National Center for Statistics and Analysis. (2019, October). 2018 Fatal Motor Vehicle Crashes: Overview. Retrieved from <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812826>.
3. U.S. Department of Labor, Bureau of Labor Statistics. (2018, December 18). National Census of Fatal Occupational Injuries in 2017. Retrieved from <https://www.bls.gov/news.release/pdf/cfoi.pdf>
4. The Network of Employers for Traffic Safety . (2019). Cost of Motor Vehicle Crashes to Employers-2019™. Retrieved from <https://trafficsafety.org/road-safety-resources/public-resources/cost-of-motor-vehicle-crashes-to-employers-2019/>.
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6. Beltz, B. (2018, October 25). 100 Car Accident Statistics for 2019. Retrieved from <https://safer-america.com/car-accident-statistics/>.