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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.

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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 annually.[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, increased insurance premiums and property damage; in some cases, these costs must be covered for all parties involved in the incident.

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Did you know?

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

$8,900
Average cost to employers of a crash with property damage

$79,000
Average cost to employers of a crash with an accident

$1.4M
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 disruptions
- 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]

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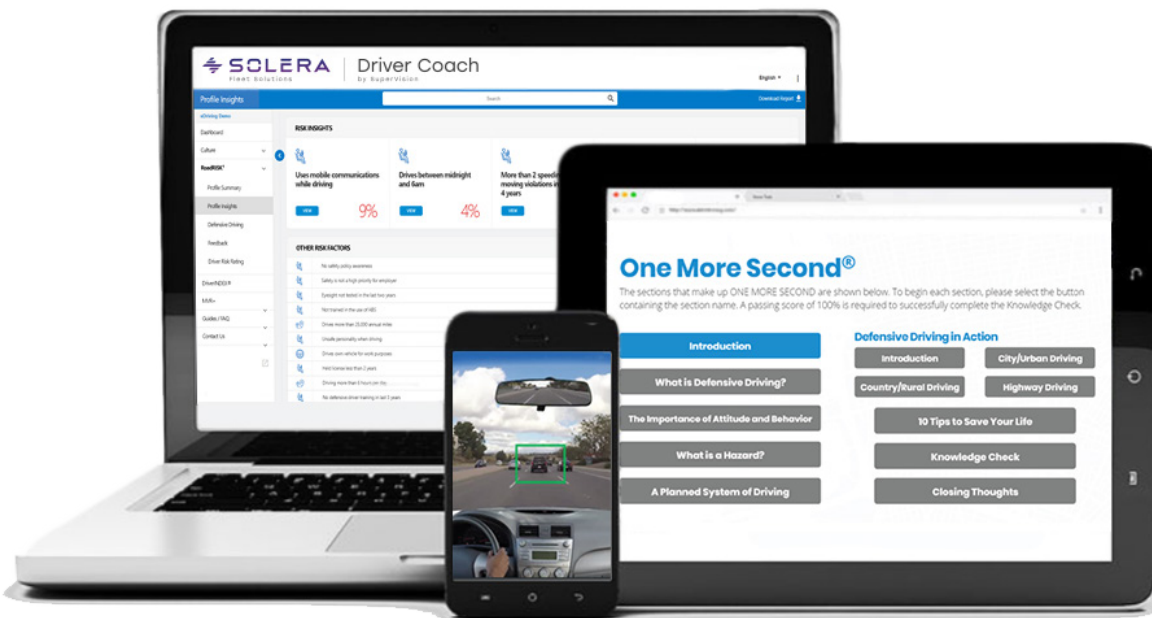# Driver training - mitigating fleet risk

Driver training can not only reduce the costs of accidents and out of services costs, it provides fleet organizations with a solution to the industry's top concern - safety. The biggest risk a fleet can take is not implementing a training program that keeps drivers and the motoring public safe. With 94% of accidents being human error[2], a driver training program helps reduce that risk.

Whether drivers are behind the wheel of a heavy-duty vehicle or driving on company time, driver training is essential. It's important to develop a driver training program that not only has initial training courses but offers refreshers and updated courses for drivers to take on a regular basis.

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Driver Coach - online driver training

SuperVision's online driver training program, Driver Coach, can reduce accidents fleet-wide by focusing on safe driving behavior. Clients can see a reduction in collisions, coupled with a possible 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.

- Modules use 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 based on MVR event data and/or risk assessment that incorporates driver profile, knowledge, attitude, behavior and hazard perception to identify your 20% most "at risk" drivers.

- The program monitors key areas of fleet risk— from course status to quiz attempts—with training data captured globally and at the driver level.

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Driver Coach – online driver training

SuperVision's program suite includes the following components:

1. One More Second – 3-hour defensive training course focused on driver's attitude and behavior. It is perfect for all new employees or as a one-time refresher on defensive driving for the entire fleet and features the following:

   - Multiple bite-sized training segments to make content easily digestible
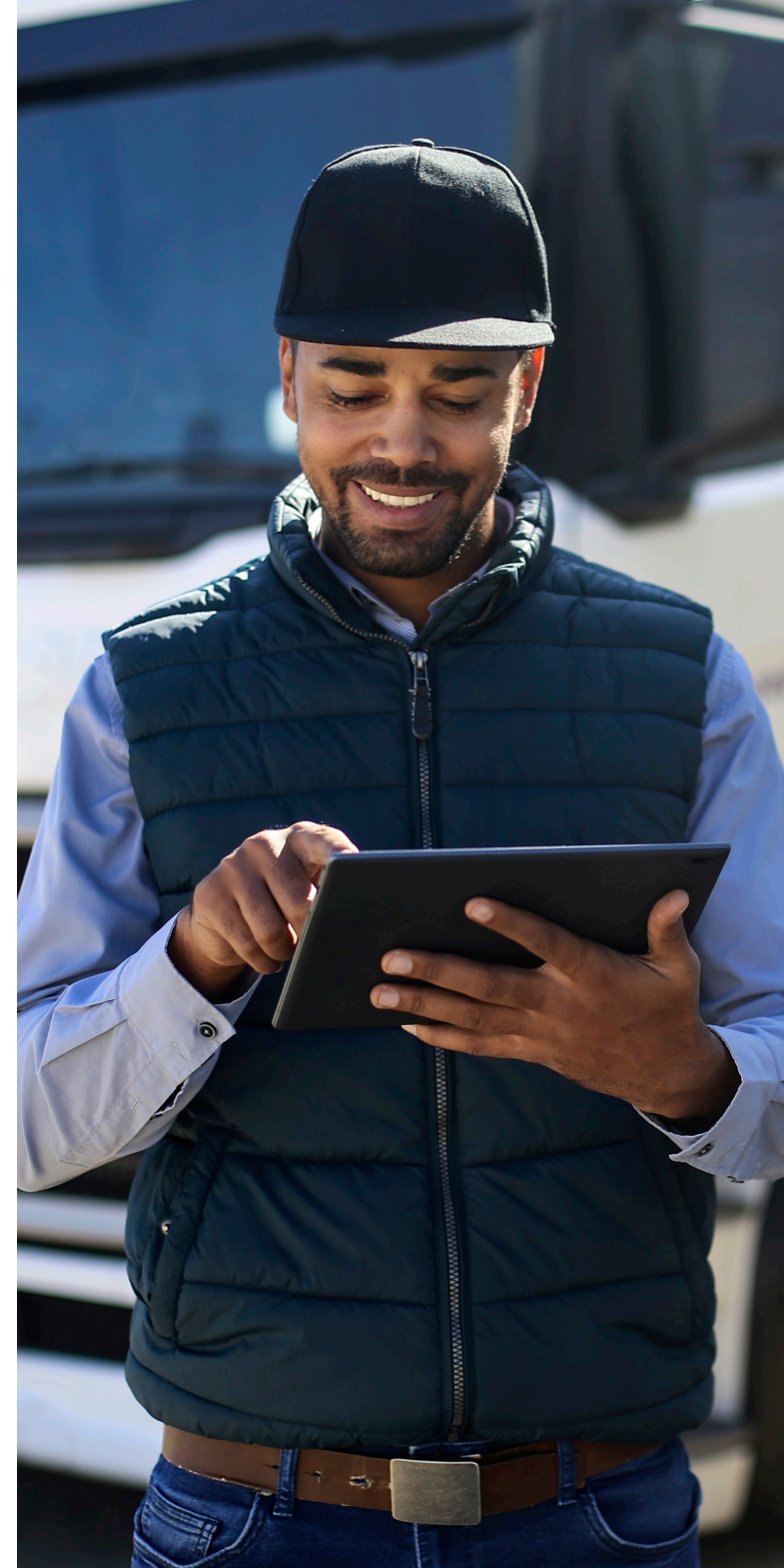   - Interactive, exploring hazards of city, highway, and urban driving

2. RoadRISK Assessment – Proactive driver assessment which creates a driver profile based on the likelihood of a driver being in an accident, based on:

   - Driver Detail: Tenure, collision history, speeding violations, driver habits and more
   - Vehicle Detail: Service record, mileage, safety features, etc.
   - Trip Detail: Hours driving, miles driven, work hours
   - Additional information can be incorporated with violation data provided on drivers from SuperVision monitoring solution

Risk Assessment provides each driver a score classifying the driver into risk groups: High Risk (20%), Medium Risk (60%) and Low Risk (20%)

3. RiskCOACH – Short interactive eLearning modules on a specific training topic (3-15 minutes)

   - Extensive training course library (200+ subjects) – e.g., parking pitfalls, speeding, distracted driving, hard braking
   - Delivered monthly, bi-monthly or quarterly.   Courses can be assigned by different frequencies based on driver risk classification (High, Medium, Low)
   - Available for clients worldwide
   - Delivered to Smartphone, Tablet or Computer

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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.

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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.

1. Bailey, L. Scott. "1891 Lambert a New Claim for America's First Gasoline Automobile." Antique Automobile 24.5 (1960): 340-400.

Resources

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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/.

5.The Network of Employers for Traffic Safety . (2015). Cost of Motor Vehicle Crashes to Employers-2015™. Retrieved from https://trafficsafety.org/road-safety-resources/public-resources/cost-of-motor-vehicle-crashes-to-employers-2015/.

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