

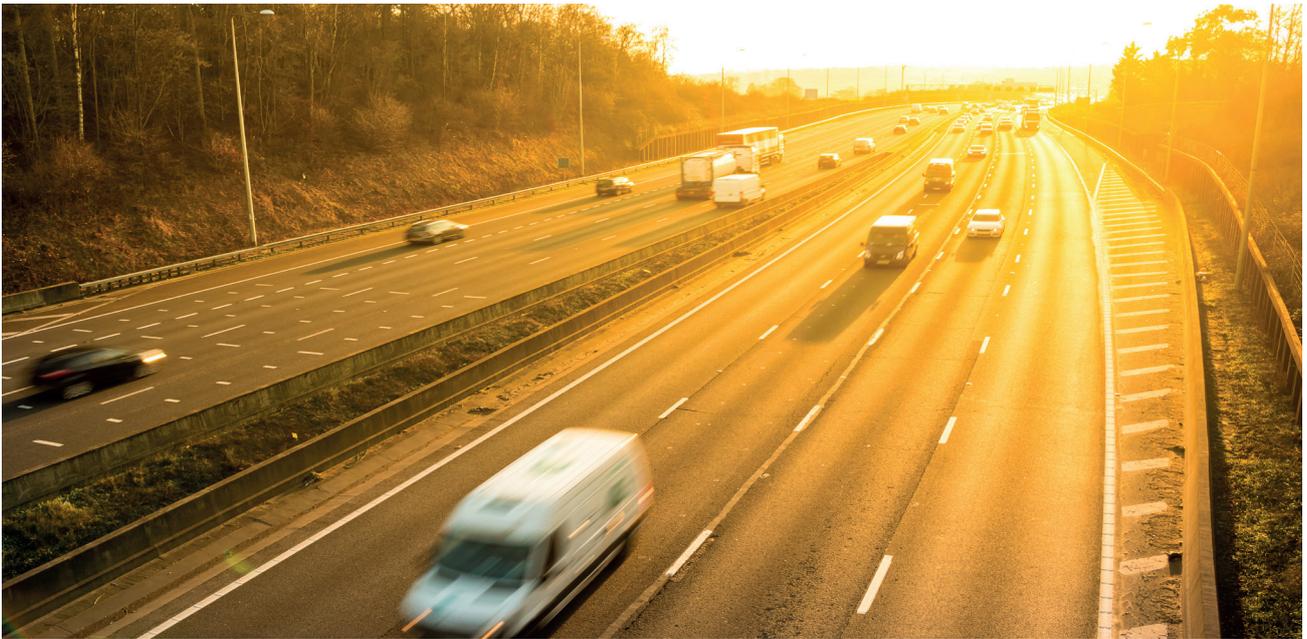
Whitepaper:

The effect of driver coaching on the bottom line



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Overview

Getting serious engagement at senior or board level can be challenging if there are no clear financial benefits and no realistic and significant return on investment (ROI), from undertaking a particular course of action.

The challenge is particularly acute if companies assume they are purchasing an intangible product. To make it tangible, so that the financial benefits in particular can be explained with confidence, the outcome of training, and the financial savings accrued, must be quantified.

This paper demonstrates that cost savings can be achieved through high quality and innovative driver coaching programmes based on a holistic approach to fleet risk and driver safety management.

It uses real-life data to show that real ROI can be achieved by monitoring, measuring and managing your occupational road risk programme.

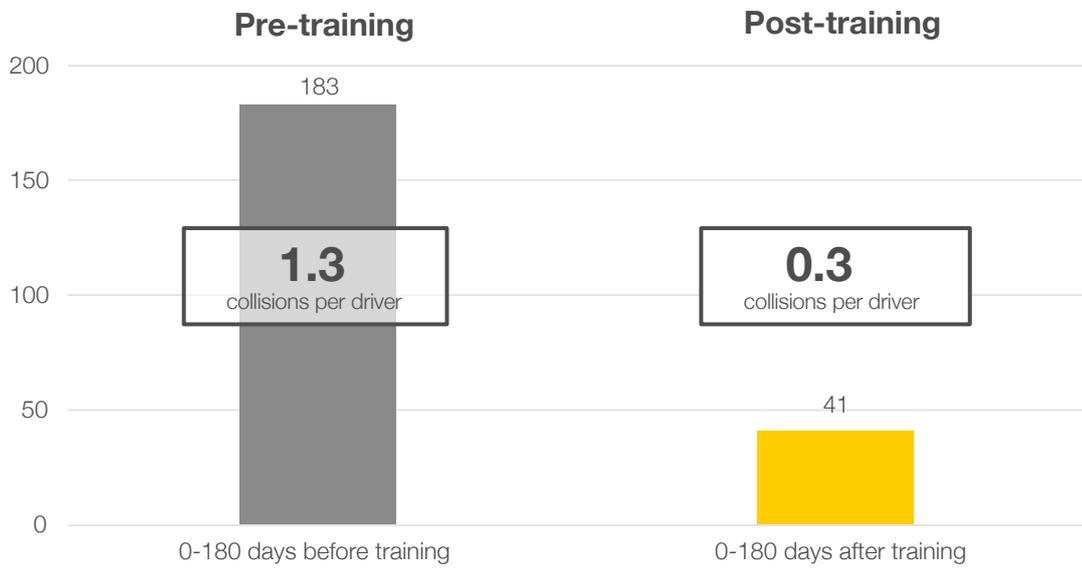
The impact of coaching on high risk drivers

Linking coaching interventions to collision rates directly is generally difficult to perform. However, DriveTech sees this as increasingly common amongst companies focused on measuring outcomes and on justifying their investment.

In a recent study, DriveTech analysed the 'real-life' impact of its on-road coaching approach in a fleet which included 140 drivers identified as being 'high risk' (using DriveTech's proprietary interactive driver risk assessment tool). Collision numbers and costs for these drivers were tracked both pre- and post-coaching.



In this real-life case study, in the six months before coaching, there were, on average, 1.3 collisions per driver, whereas in the 6 months after coaching, the number of collisions dropped to only 0.3 collisions per driver; in effect, a reduction of 1.0 fewer collisions per driver in a six-month period - **a drop of 77% in number of collisions**, and a statistically significant reduction.



Number of collisions – 180 days pre- and post-training

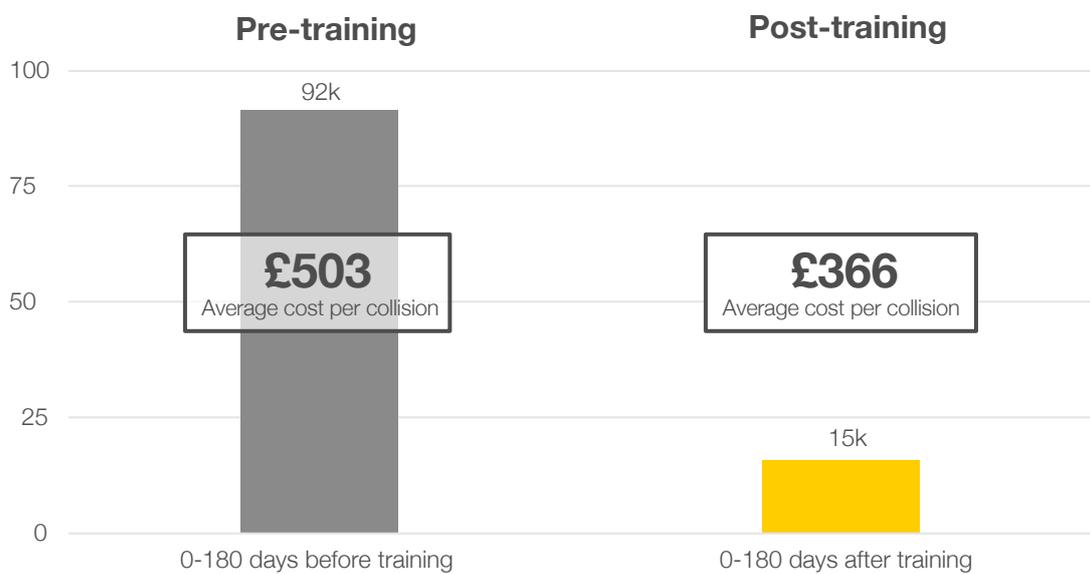


The impact of on-road driver coaching on the cost of collisions

Taking the same high risk driver community as before, the cost of collisions experienced was also analysed.

In the six months before coaching, the cost of each collision averaged £503 whereas post-coaching, it was £366, a reduction of 27%. This means the type of collisions – and the cost of fixing them – changed significantly as a result of DriveTech’s on-road driver coaching.

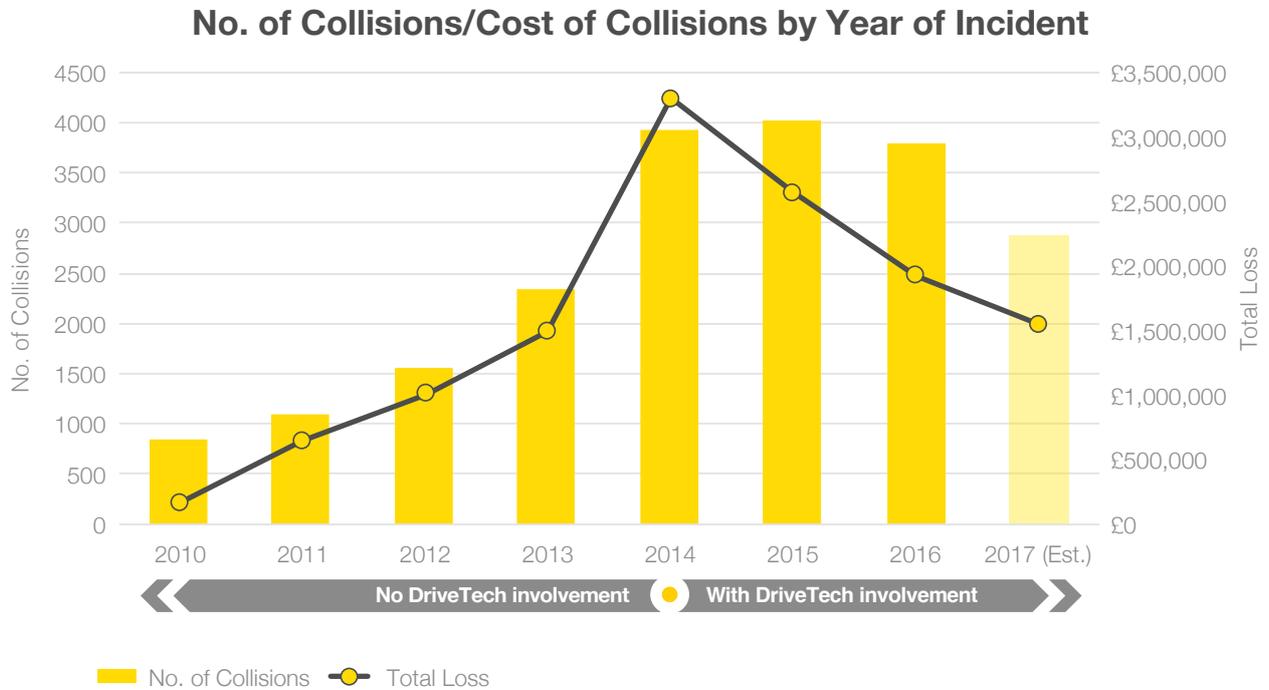
Combining the reduced frequency and cost per collision observed in this study, this fleet saw a total **cost reduction of over 80%** by working in partnership with DriveTech.



Costs of collisions – 180 days pre- and post-training

What financial savings can a large sized fleet achieve?

This real-life chart from a DriveTech customer shows the impact of driver coaching over a four-year period and shows that a strategic approach can both reduce incident rates but also the costs of running a fleet significantly, even in the short term.



What financial savings benefits can a medium-sized fleet achieve?

In this example from another DriveTech customer, this chart shows the benefits of driver coaching within the first three years of coaching introduction as it shows a sharp decline in both incident numbers and also total costs of running a fleet.



Conclusion

This paper shows that driver training and coaching delivers financial benefits to the bottom line.

By analysing fleet running and collision costs and the introduction of on-road driver coaching, we've shown that the reduction in collisions can result in significant savings.

Factoring in fuel and service repair savings too can double or even triple the benefits, ensuring a strong return on the initial investment. This demonstrates that driver coaching not only reduces the number of crashes that drivers have but also lowers the average cost of crashes too.

This information can be useful to 'sell upwards' within an organisation and to gain serious engagement at board level, where financial benefits are always of interest.

Driver training works – and it can save the business money.

About DriveTech

DriveTech is the world leader in fleet risk and safety management, and driver training. It is also the UK's largest provider of driver offender retraining courses.

With a track record built over the last 25 years, DriveTech now delivers fleet consultancy, driver assessment and training services in over 95 countries, in more than 30 languages through 50 partners.

Our fleet solutions improve driver safety, reduce fleet running costs and ensure compliance with legal and duty of care responsibilities.

Our customers range from companies with small fleets through to large corporate customers where driver training is a core activity, an understanding of their sector required and a clear return on investment is demanded.

DriveTech is part of the AA.

Contact us

DriveTech

Fanum House, Basing View, Basingstoke,
Hampshire, RG21 4EA, UK
T +44 1256 495732
E tellmemore@drivetech.co.uk

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