Case Study: Greyhound Bus

DriverMetrics®

Detailed below is collision data collated by a DriverMetrics® client who used DriverMetrics® Profiling and associated interventions during the period between September 1, 2013 to August 27, 2015.

New Hire Driver Collisions

- Between September 1st 2013 and August 31st 2014, we hired 530 drivers. Of those, there were 166 collisions involving 146 drivers within that 12–month period.
- Since September 1st 2014, we have hired 430 drivers. Of those, there were 106 collisions involving 89 drivers within that 12-month period.

Conclusion: We experienced a 36% decrease in new hire driver collisions year over year. The ratio of collisions to new drivers dropped from 1 in 3 to 1 in 4.

Student Driver Collisions

- In the first reporting period, there were 16 collisions involving student drivers
- In the second reporting period, there were 5 collisions involving student drivers.

Conclusion: We experienced a 68.75% decrease in student driver collisions year over year.

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Benchmark Control Groups: GLI Overall Collisions / Bolt Bus Driver Collisions

For perspective, over the same time frame:

- Collisions for drivers other than the new hire group were down 9.6% YOY
- Bolt Bus driver collisions were up 4.8% YOY

So, why the big disparity between overall driver collisions improvement and new hire driver collisions improvement? Why the huge improvement in student driver collisions?

The Difference?

In August 2014, we began assessing driver applicants in DriverMetrics® Profiling. We trained Driver Instructors on how to interpret the results and how to coach driver students more effectively at Driver Training School. We sent the students' Risky Behaviors Profiles to school with them.

We have not used DriverMetrics® Profiling for existing drivers or for Bolt Bus drivers, only student drivers. We have done nothing else differently year over year in how we recruit, hire, and train new drivers. Thus, there is a strong likelihood that the DriverMetrics® program and process has made a significant difference in our new hire training.

Return on Investment

Our spend for DriverMetrics® in FY15 was approximately $75,000. That included 700 completed DriverMetrics® Profiling, the certification workshops for instructors, and onsite assistance from Cranfield University at two Driver Training Schools.

What is the possible ROI of the DriverMetrics® Profiling assessment for student drivers, then? Based on our estimates of collision costs, 60 less 'New Hire' collisions means:

- Based on average cost of 11-point collision without injury ($16k): $960,000 potential savings ($13 savings for every $1 spent)
- Based on average cost of 11-point collision with injury ($28k): $1,680,000 potential savings ($22 savings for every $1 spent)Whilst the tail end of Q1 2020 saw the emergence of the COVID-19 pandemic in the UK, quarterly mileage was just 1% less than the equivalent period in 2019.

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