



British American Tobacco

British American Tobacco (BAT) is the world's second largest stock market-listed tobacco group by global market share, with brands sold in more than 180 markets. Through Leasedrive Velo Group's management reports it was identified that BAT UK's dedicated sales force was at much higher risk of being involved in a motor vehicle accident than other company drivers, with average of 62% of the sales force were in a reported incident compared to 35% of other company drivers.

Approach

Research has consistently found that human factors contribute to around 95 per cent of road traffic accidents and predicting risk-taking behaviour and consequent potential to be involved in a road traffic accident helps to understand how individuals behave as drivers.

As a result, Leasedrive Velo introduced DriverMetrics® Profiling to identify overall driver risks and determine solutions to minimise areas of risk. By undertaking the profiling, each BAT UK driver could better understand aspects of their driving behaviour which would increase their risk of being involved in a road traffic accident; and by identifying an individual driver's behavioural characteristics, BAT UK could more effectively provide the right type of training.

BAT UK decided to profile everyone in field sales, national accounts and its Horeca division as a priority, as these individuals spent the most time on the road. Based on the DriverMetrics® Profiling results, the company focused on providing appropriate interventions to employees with high or medium behavioural risk, due to robust research evidence linking behavioural risk and crashes.





Approach (continued)

A total of 64 drivers were identified as high risk and 20 as medium risk according to their behavioural profile. High risk drivers were provided with one-to-one half-day driver training, whilst medium risk drivers received workshop based training. Any particularly high risk profile individuals were 'red flagged' to vehicle administration, training and the relevant line manager so immediate corrective action could be implemented.

Results

After each training session, one-to-one or classroom, vehicle administration received a full report on actions taken and areas for improvement. Driver profiling of all company car drivers was completed within 3 months and all new entrants driving 'at work' are now automatically profiled as a matter of course.

The driver profiling process is helping BAT UK to reduce driver risk, thereby lowering the number of employees involved in road traffic incidents. It is also reducing the associated emotional, financial and legal costs. Downtime is also being minimised and business efficiency improved.

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