

IMPROVING TELEMATICS SCORES BY IMPROVING HOW DRIVERS SEE-PREDICT- DECIDE AND ACT

Background:

At the very heart of good Telematics scores (and low risk of an accident), is good defensive driving, the foundation of which is the concept of SEE- PREDICT-DECIDE and ACT.

Quite obviously the ability of a driver to implement the concept depends to a large extent of the ability of his Visual performance, or her eye and brain to perform these tasks.

We took a highly professional Tanker fleet and proved that by improving Eye-Brain function we could increase Telematics scores by more than 50%.

SEE- PREDICT-DECIDE and ACT in Sportsmen and Drivers.

Dr Sherelle Calder a sports scientist at the University of Stellenbosch Sports Science Institute, has worked with Top Sportsmen and Women improving their Visual performance with staggering results on the global sporting stage.

Some of her highlights included two rugby world cup wins with Sir Clive Woodward and Jake White, a British Masters with Ernie Els and many other accolades in sports, ranging from Formula1 racing driving to polocrosse.

Dr Calder saw the parallels between high performing Sportsmen and drivers and has 20 000 private drivers on Discovery Insure rewards programme. Dr Calder also custom built a product called Eyegym Trucker, specifically for Truck drivers for the Driver Information Bureau.

Experiment

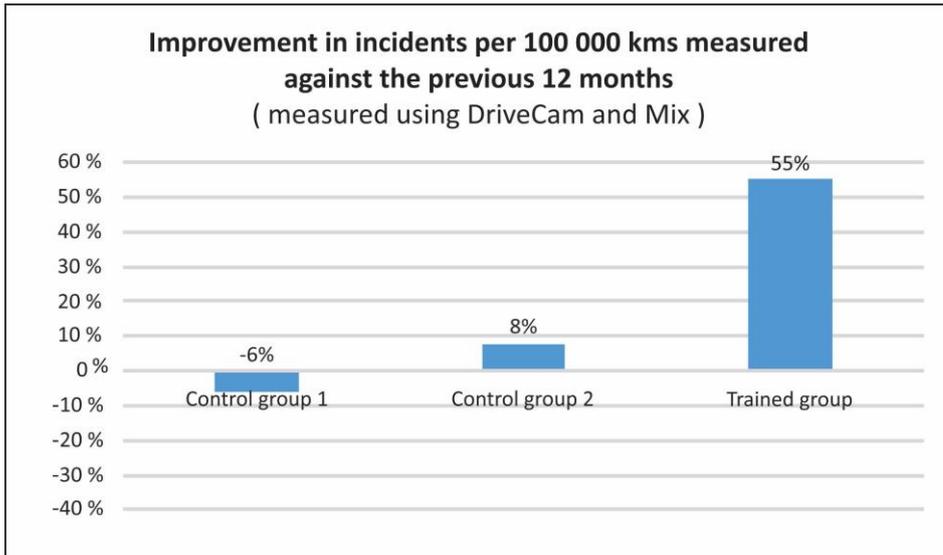
Unitrans, one of the Top transport companies in Southern Africa provided us access to 31 Fuel tanker drivers. We trained 19 of them on Eyegym Trucker's online computer drills. With the remaining drivers we kept two control groups, one that did not train at all and one that trained for half the minimum period.

Using their telematics (Mix-Telematics) and inboard Camera analysis (DriveCam), of driving incidents we established a baseline for the preceding 12 months for each driver in each group.

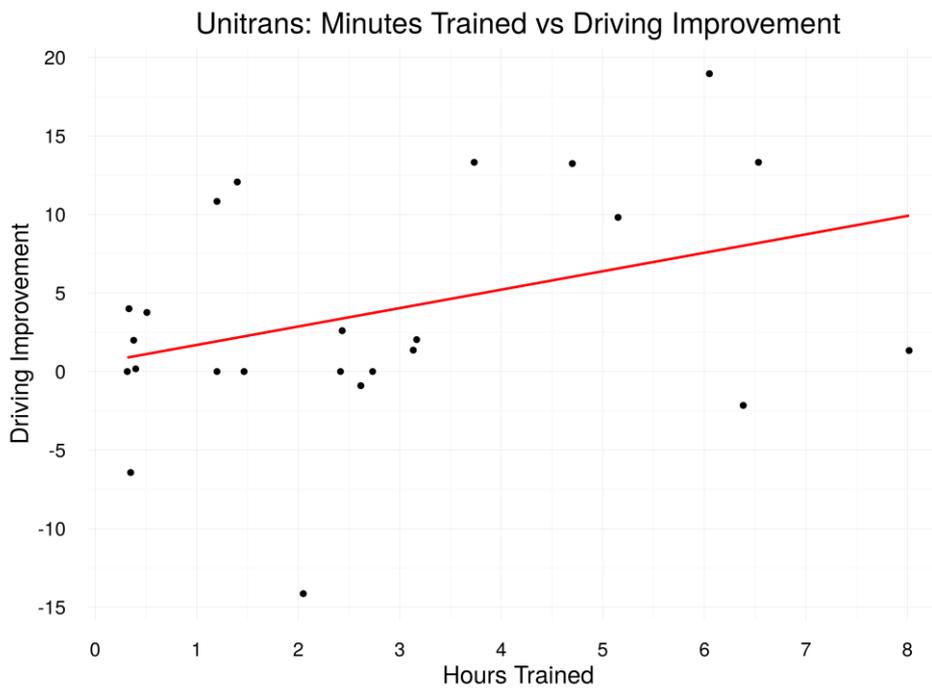
The 19 drivers were assessed, then trained 4 times a week on touch screen computers linked to the internet in 10 to 15 minute sessions for a month. The weaker of the drivers repeated the training 4 months later.

The results were monitored on Telematics and DriveCam reports for an average of 8 months since training began.

Professor Peter Lynne at the University of UKZN was consulted and in his opinion the sample size was adequate to make reliable inferences from the results. The results were staggering:



As we can see the control group's results showed no improvement, while there was a dramatic improvement in the trained group. Interestingly, there was a strong correlation between



Drivers themselves were also surveyed to gain anecdotal evidence which is reflected in the table below:

Table 1: Survey results of Drivers that answered YES

Are you more aware of your eyes now that you have trained?	77%
Has the training improved your ability to identify hazards	92%
Has it improved your speed to react to dangers?	85%

Discussion of results:

The application of Eyegym Trucker holds enormous promise for those Transport Operators and drivers who are willing to implement it.

Implementation however needs to be accompanied by careful planning and buy in to deal with the challenges of getting a number of drivers to engage in training as part of their daily routine.

It is ideally suited to a professional outfit looking for world class performance particularly where drivers have easy access to tablets and internet connection.

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