



**Case Example - Ocado**

Commenting on the research, Neil Shaw, Head of Operational T&D from Ocado Ltd said:

“We are delighted to have the opportunity to participate in the highly innovative Brake-supported Driver Safe 2015 research study. The powerful message associated with our participation has been embraced by our highly safety conscious drivers and also applauded and recognised by our operational management team and other internal stakeholders.”

He went on to say: “We have also taken the valuable opportunity to undertake a benchmarking exercise which has helped us explore the relationship between the behavioural profiles and the on-road performance of our driver population, which is yielding some extremely exciting and insightful results. We believe this will be extremely useful in not only generating an “ideal” Ocado driver behavioural profile, but may potentially help us enhance our already multi-faceted Driver Recruitment Process as well as help optimise the future management and training of our drivers.”

# Taking a **scientific approach** to identifying driver risk and safer drivers

\*\*Brake is a national road safety charity. For more information about how your organisation can participate, please visit [www.brake.org.uk](http://www.brake.org.uk)



**Business driving is currently the foremost occupational hazard and over 30 per cent of road deaths are attributed to this work-related activity each year. With driving being one of the most dangerous activities an employer will ever ask an employee to undertake, a new research study is set to explore if behavioural profiling can be utilised to identify and predict who is a higher risk individual when driving, as well as improving driver recruitment.**

Driver Safe 2015 is an innovative scientific research study that will commence late in 2014, which aims to address the limitations associated with current driver risk assessment systems. This study is being undertaken by Applied Driving Techniques (ADT), with support from the UK's leading road safety charity Brake\*\*, and will seek

to investigate the possibility of accurately predicting a driver's inherent risk status using a behavioural profiling approach incorporating psychometric, emotional intelligence and motivator profiling techniques, already well proven in other settings.

If the study is successful, it will demonstrate that there is indeed a relationship between an individual's specific behavioural profile, their personality characteristics and their overall attitude to driving and their actual observed behaviour behind the wheel of a vehicle. If behavioural profiling is then shown to be a strong predictor of driver behaviour and an individual's inherent risk status, then this could be a highly beneficial finding.

Ultimately, it is hoped that the research will lead to the development of a ground-breaking behavioural

diagnostic test and reporting system, providing a scientifically-validated driver risk tool that can provide significant benefits in the areas of both driver recruitment, accident reduction, road safety, fleet management and insurance. In fact, early indications have already shown that it is indeed possible to effectively benchmark the best and worst drivers to help define an ideal driver profile (within a specific driving setting) allowing this approach to therefore consequentially be used to enhance and streamline driver recruitment.

In order for ADT and Brake to make Driver Safe 2015 a success, they are looking for support from health and safety focussed organisations from all around the UK. They are aiming to involve over 20,000 drivers over a three year period and would be delighted to have you and your employees on board for what promises to be an exciting, mutually beneficial opportunity to improve driver safety on the UK's roads. Indeed, such prestigious health and safety focussed companies such as Ocado and Amey are already taking part. In fact, a number of early participants, who have undertaken the exciting driver benchmarking exercise are now looking at maximising the value of their results to help shape future internal recruitment policies, reduce accident frequency and improve both the management and motivation of their employees. They are looking for a diverse range of car, van and commercial vehicle drivers from a wide range of different sized businesses and industry sectors.



The Synopsis for the “Driver Safe 2015” Research Study can also be viewed via the following link: [www.applieddriving.co.uk/research/the-driver-safe-2015-research-study](http://www.applieddriving.co.uk/research/the-driver-safe-2015-research-study)

This study is being managed by Dr Jim Golby PhD FCIPD, a former Brake Fleet Manager of the Year and previous winner of the prestigious CIPD MRR Research Prize for a similar research study which explored the use of behavioural and biometric profiling in predicting actual in job performance.

**If your organisation is interested in finding out more information on this research project as well as details of how your organisation could participate, then please contact Dr Jim Golby PhD FCIPD, Director of Research and Customer Experience at Applied Driving Techniques directly on: [drjim.golby@applieddriving.co.uk](mailto:drjim.golby@applieddriving.co.uk) or 07768 776128.**

