

CCI helps fleet clients to create a Crash Free Culture by profiling and risk assessing all employees who drive for work purposes and identifying their individual attitudes and behaviors towards driving. The result will rate all drivers by their risk profile and deliver online intervention training for medium and high risk drivers. CCI will:

- Create a holistic infrastructure for a long term road safety solution
- Proactively identify 'at risk' drivers by examining driver knowledge, skills, behavior, attitude, history, experience, journey as well as integrate data on crash and collisions, infringements, and license checking
- Identify safest drivers for reward
- Create risk reduction plans for high risk drivers
- Deliver state of the art online training and assessment materials directly to Drivers and Managers
- Demonstrate due diligence at all times to insurers and comply with international best practice
- Meet and exceed "Duty of Care" for the safety management of employees who drive for work purposes
- Create a platform for 'continuous improvement' of the risk liability exposures faced by persons driving for work purposes, their organization and the community at large

Why Organizations Need to Manage Risk

Driving is a high-risk activity. At least a third of all deaths on the road involve a vehicle being used for work purposes.

Reducing the number of work-related driving incidents is seen as a major issue by health and safety and transportation authorities and agencies.

Employers are not just obliged to comply with transportation compliance requirements they must also comply with health and safety legislation that applies to all work-related activities including driving.

Undertaking work-related road risk assessments and implementing the appropriate interventions which actively reduces the risks faced by individual drivers demonstrates a commitment to not only the safety and well-being of your employees, but, also compliance with global best practice.

An effective fleet risk management strategy will also lead to reduced business costs and the demonstration of corporate social responsibility.

CCI works responsibly with our clients to reduce accident frequency and manage resultant costs.

Recognizing the Risk

Driving is the highest risk activity that any organization will ever ask their employees to undertake, exposing them to greater risks surpassing what would be tolerated in a factory or office environment. There is an increasing amount of legislation created by the Government, and backed by Workers Unions, focusing on work related driving which encourages an organization to effectively manage motor fleet risk.

In 2013 1641 people died in road accidents in the US which is equivalent to five Airbus A330-200 crashes per year. Some comparative accidents rates are:

Activity	Death rate	injury rate
Driving	1: 8000	1:359 (2013 figure whilst driving);
Mining/Quarrying	1: 7500	
Construction	1:10000	
Agriculture	1:13500	

There is significant risk that your driver will be involved in a collision in which they injure themselves, their passengers or other road users. This is further compounded by their private mileage where an accident could also have a profound impact on an employee's productivity at work.

Your Risk Mitigation Strategy

Creating a Risk Adverse Culture

This is driven by your organization through the introduction of an ongoing accident risk management system. This service creates the “safety net” and takes a positive step toward meeting your “Duty of Care” obligations under government legislation.

It is important that your interventions are determined using an informed and targeted approach based on proven Health and Safety principles:

- Can the risk be ELIMINATED
- Can the risk be REDUCED
- Can the risk be SUBSTITUTED

Using this approach an organization will target every key risk it is concerned about and for each of these there will be a list of interventions that can be chosen based on the risk appetite and operational needs of your business. This approach allows you to implement different interventions for different employee groups based on their role within your organization e.g. the intervention for a delivery truck driver might differ from a sales person.

Once a strategy has been decided and the controls implemented, the final step requires your ongoing maintenance, monitoring and review of the process.

Maintaining your Risk Awareness

This is the biggest issue associated with the continual improvement of the road risk management process. Monitoring the process involves measuring the key performance indicators. These are accident rate, accident cost, accident types, injuries, etc. It is important that all incidents are reported, including under excess and nil damage and not just those resulting in an insurance claim.

Once the risk process has been implemented, it must be regularly reviewed to cater for changes in technology, legislation and procedural changes.

The work related road risk management process is not a one off activity but an ongoing process which should be embedded along with all your other sound business practices. Initially it makes sense to tackle high risk areas, but over time lesser risks can be addressed to achieve continuous improvement in your safety culture and therefore lowering your accident rate.

Quantifying the Risk

CCI provides a preventative approach to fleet risk management whilst incorporating the best practice information influencing driver attitudes and behaviors, with compliance and sound Risk Management practices. By partnering with our clients we are able to implement holistic fleet risk management strategies ensuring:

- Reduction in accident rates and cost
- Implementation that save lives
- Clients exceeding global compliance standards, and in turn build brand value
- Minimizing safety, insurance and liability exposures