

Manager Guide

-  **How to:**
Decrease Collision Frequency
-  **Add to Your Bottom Line**



What is DriverCheck?

DriverCheck is the first and most effective risk-management program. It is used by thousands of companies throughout the United States and Canada.

What can this risk-management program do for me and my company?

Insurance studies have shown that companies that run the DriverCheck program correctly—counseling drivers and returning completed observation reports to DriverCheck—experience significant reductions in collision frequency and costs. This results in:

- Improved safety
- More money to your company's bottom line
- Reduced insurance costs
- Reduced wear-and-tear on vehicles
- Reduced downtime
- More professional service to your clients
- Increased job security
- Greater employee satisfaction
- Reduced employee turnover

How does the program work?

1. Place the Report My Driving decals in an easily readable position on the rear of all your vehicles. (Refer to the Vehicle Summary Report provided by DriverCheck to ensure correct matching of decals and vehicles.) The toll-free number promoted on the decal is accessible from anywhere in the United States and Canada.
2. Motorists call that number to:
 - Advise you of emergencies, such as safety hazards, load problems, and accidents. (These reports require immediate attention and are transferred to key management personnel any time they come in, 24-hours a day.
 - Compliment safe and courteous drivers.

- Register a complaint concerning driving performance or behavior.

4. Observation Reports are taken by DriverCheck's Intake Specialists and are quickly transmitted to your location by email or fax.
5. Supervisors discuss Observation Reports in private with the appropriate drivers. (For help with conducting a counseling session, see the *Counseling Tips* at the end of this Manager's Guide.)
6. Using a link inside the Observation Report, supervisors record drivers' comments and the manager actions taken, then electronically return the information to DriverCheck.
7. Using the information in our database, DriverCheck sends you periodic Executive Snapshot Reports, allowing managers to track various trends related to safety, driving performance, and behavior. In addition, Ad-Hoc and Snapshot Reports are available online, at any time. Contact your DriverCheck Account Manager to receive a password for your account.

How do I make the best use of the program for my company?

1. Use the Vehicle Summary Report provided by DriverCheck to match DriverCheck decals to the correct vehicles. The more accurate the information in the DriverCheck database, the more valuable the program for your company. (See the information on *Decal Application and Removal Instructions*, also found at the end of this guide.)
2. Introduce the DriverCheck program to your drivers and supervisors.

- Emphasize the primary reason your company is using the DriverCheck program—Safety.
- Read the Introduction-to-DriverCheck memo—included with this guide—then edit it to fit your company’s needs and use it to help introduce DriverCheck to your employees.
- Explain to driver supervisors their role in the program, which includes:
 - Receiving Observation Reports
 - Counseling drivers
 - Returning completed Observation Reports to DriverCheck
 - Helping to promote a culture of safety throughout the company
- Touch base regularly with driver supervisors to ensure that they are working the program.
 - Encourage driver supervisors to use the *Collision Countermeasures* when they are counseling drivers.
 - Ask for the supervisors’ feedback on the program and for ways to increase safety in all parts of your company’s operation.
- Make special presentations to drivers who receive compliments from motorists.
 - Order free Mobile Billboard Awards from DriverCheck.
 - Present the awards to drivers in meetings with other drivers and members of the company’s management. Make sure drivers know that you appreciate the jobs they are doing.
- Keep your fleet updated in the DriverCheck database.
 - Order replacements if decals become defaced.
 - Order decals for placement on additions to your fleet.
 - Let us know if your fleet size decreases.
- Keep track of how your drivers and supervisors are doing by checking your safety statistics online at www.drivercheck.net.



From Your Computer—receive and return Observation Reports, run ad-hoc and summary reports in real time, anytime, 24 hours per day, 365 days per year. To access your reports, go to: www.drivercheck.net and enter the user ID and password given to you by your DriverCheck Account Manager.

Three Keys to Success

The DriverCheck program is effective and easy to administer. There are three things that determine the effectiveness of the program.

1. **Immediate Notification**—DriverCheck provides rapid notification of Observation Reports by email or fax.
2. **Counseling**—Supervisors counsel drivers and note action taken to improve performance and safety.
3. **Reports Returned to DriverCheck**—Companies that counsel drivers and return Observation Reports to DriverCheck with managers’ and drivers’ comments see substantial reductions in collision frequency and

How Can I get More Information?

For more details on the DriverCheck program, please visit us online at: www.drivercheck.net.



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Driver Counseling Tips for Managers and Supervisors



The goal of driver counseling is safety enhancement—to change negative driving performance, attitudes, or behavior before they result in a collision that could cost lives and a lot of money.

This goal is best accomplished when the supervisor and the driver discuss Observation Reports in a non-threatening, unemotional setting soon after they are received. This usually means in private when both persons involved are in a calm, rational mood.

The goal of driver counseling is not to punish or threaten. It's a fact: most people want to do a good job. They don't respond well to threats or lectures. They need coaching and an understanding of what the company expects as far as safety is concerned. With this in mind, consider using the following steps in driver counseling.

Step One: Ask for a Private Meeting

Ask the driver to stop by to discuss an Observation Report that you received. Make sure the discussion is in private, and don't let other employees know that a counseling session is about to take place.

Example: *"Jim, would you stop by for a few minutes? I've got an Observation Report I'd like to discuss with you."*

Step Two: State the Goal

Clearly state the goal of the meeting. Explain to the driver that you received an Observation Report and that you would like to discuss it. Take a non-judgmental, non-accusatory approach. You are not pronouncing the driver guilty of anything. You just want feedback on an observation made by a motorist.

Example: *"Jim. Thanks for stopping by. I received this Observation Report from a motorist, and I want to get your perspective on what happened."*

Step Three: Recall the Incident

Conceal the caller's identity, then allow the driver to read the Observation Report. Ask the driver to recall the incident and to give his or her side of the story. Remember that the discussion can be uncomfortable for the driver and the supervisor. That's why it is essential to avoid using emotional or inflammatory language. Don't accuse. Just talk and—more important—listen.

If this is the driver's first Observation Report, give him or her the benefit of the doubt. You want the driver to know that all Observation Reports are taken seriously and that they will be discussed whenever they are received. An understanding of your expectations and procedures for handling Observation Reports will cause most drivers to be more careful in the future.

Example: *"Please look at what the motorist said about this incident. Tell me what you remember about it. I know you understand that safety is our primary goal and that we take all motorists' observations seriously."*

Step Four: Focus on Driving Performance

Ask the driver to share all the reasons why his or her driving performance might have been judged as unsafe. Focus on the "driving performance" and not on "the driver".

Remember that you are not trying to make the driver feel bad or defensive, you are trying to change unacceptable or unsafe behavior.

Example: *“What do you remember about your driving performance that the caller could have judged as being unsafe?”*

Explain that everyone’s goal needs to be safety, and that you want to help the employee do everything possible to be a safe, courteous driver.

Often, drivers will attempt to divert attention from their driving behavior to that of the motorist who called in the Observation Report. Keep the focus on the driver’s behavior, don’t get sidetracked on other issues.

Make sure the driver knows that you are not there to discuss other drivers but to talk about the Observation Report before you.

Example: Driver: *“But you never question the other bad drivers.”* Supervisor: *“I want to assure you that we take each Observation Report seriously. Right now, we need to discuss the report from this motorist.”*

Step Five: Use the Collision Countermeasures

Use the *Collision Countermeasures* to talk through how to avoid negative Observation Reports in the future. The *Collision Countermeasures*, produced by DriverCheck in cooperation with the National Safety Council, give background on, and ways to avoid, specific situations that are known to cause collisions.

The appropriate countermeasures are faxed once per month with a client’s Observation Reports. Countermeasures are also available in print from DriverCheck, and they are available for downloading at DriverCheck’s web site: www.drivercheck.net.

Give the driver a copy of the appropriate countermeasure and ask him or her to read it again after your meeting.

Example: *“Let’s take a minute and look at this countermeasure developed by the National Safety Council. Let’s see what it says we can do to avoid getting into situations that can result in a collision.”*

Step Six: Ask for a Commitment to Improve

After discussing the appropriate countermeasure(s), ask the driver what things he or she could do in the future to improve driving performance.

Let the driver know what the company wants him or her to do. Ask what you can do to help the driver. Remember, 90 percent of collisions are caused by driver actions, which are the expressions of their behavior, attitude, and personal choices.

Encourage the driver to look for opportunities to exhibit safe, courteous driving behavior. Explain that your goal is for the driver to receive Observation Reports that are compliments. Explain that safe driving is a win-win for everybody: the public, the driver, and the company.

Example: *“Jim, now that we’ve looked over the countermeasures, what things could you do differently in the future to try to avoid a similar incident? We want everyone to be a safe driver—and beyond that, we want everyone to be a courteous driver. That way, everybody comes out ahead: the company, you, and the motorists you interact with every day.”*

If this is the second verified Observation Report that contains a complaint, explain that this is the last opportunity you will have to offer help. Explain that, according to company policy, the next negative Observation Report will go to the next management level for review.

Step Seven: Follow up

Have a follow-up discussion with the driver during the next week. Ask the driver for input on the *Collision Countermeasures* he or she just reviewed. Thank the driver for being open to suggestions and for being committed to safety. Ask for help in encouraging other employees to be better drivers.

Example: *“Jim, now that you’ve had a chance to read the countermeasures again, what kind of feedback do you have? I want you to know that I appreciate your attitude and your commitment to safety. I hope you will be a model of safety for everyone else in the company.”*



Sample Letter Introducing the Report My Driving Program to Drivers



Date

Dear (Driver's Name),

Our company will soon begin a **Partnership for Safety** with a safety-enhancement service known as DriverCheck™. A number of studies done by major insurance companies has shown that proper use of this service has been proven to:

- Save lives
- Increase safety
- Decrease collision frequency and costs
- Increase job security Reduce employee turnover

As part of this service, we will be placing Report My Driving decals on each of our company's vehicles. This is our way of letting the public know that we are proud of the professional, courteous driving of our employees and that we are concerned about safety of other drivers and pedestrians.

By using the decals, we are letting the public know that we encourage their comments. If we receive an observation report from a motorist, we will ask that you sit down with us and review the report. We want to make sure we are all doing everything we can to provide a safe working environment for our employees and to be models of safety for the general public. We consider the Report My Driving program to be an important part of our continuing efforts to increase safety, save lives, and save money.

Thank you for helping to make this a safer company for us all.

Yours truly,

Decal Application and Removal Instructions



DriverCheck Decal Placement

The goal is to place the decals so that it will be quickly and easily readable by other motorists.

Sedans

Place decals on the rear bumper on the left (driver's) side.

Vans, Pickups, SUVs, Box or Cube Trucks, and Trailers

Place decals on the body of the vehicle, on the left (driver's) side, at eye level or above as seen from the perspective of a driver behind that vehicle.

Please refer to the Vehicle Summary Report provided by DriverCheck to ensure correct matching and decals and vehicles.

Decal Application/Removal Instructions

Preparation of Surface

- Do not apply decals if the surface temperature is below 40 degrees Fahrenheit.
- Wash surface of vehicle with detergent and water to remove any dirt, oil, or grit, and then wipe the area dry.
- Saturate a clean towel with rubbing alcohol and apply to surface.
- Use a clean lint-free towel and wipe the surface dry before the alcohol evaporates.

Application Procedure

- Remove protective liner from the back of the decal.
- Tack the decal in place with finger pressure at two points on the upper edge.
- When the decal is in position, press the surface firmly with a squeegee, straight edge, or decal applicator.
- With overlapping strokes, start at the center and work toward the edges.
- Re-squeegee the edges, using very firm pressure.

Removal Procedure

- Use a hand-held dryer or hot-air gun to loosen the adhesive, then, peel away the decal.
- If the decal was placed on a painted surface: clean residue with rubbing alcohol, Goo Gone, or SS-1 Adhesive Remover.
- If the decal was placed on a non-painted surface, remove adhesive residue and buff the area with mineral spirits to restore the surface.

For further information about decal application and removal, contact your DriverCheck Account Manager at 770-917-6700.