

ABB Ireland Driver Case Study



ABB is a global leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. The ABB group of companies operate in around 100 countries and employs 150,000 people. In Ireland, ABB operate in 6 locations around the country and employs over 150 people.

Challenge

Driving for work is recognised by ABB as a high-risk, high cost but fundamentally necessary business activity. The primary aim of the ABB Safe Driving for Work Programme is to proactively reduce the frequency and severity of collisions that ABB employees may be involved in whilst driving for work and to do so at an affordable cost.

With many dynamic risk factors to consider, driving for work is a complex and costly activity for many businesses. However, by taking a systematic, risk-based approach coupled with appropriate use of information and communications technology (ICT), ABB believe that over time, it can cultivate a culture of safe driving that minimises the probability of loss and harm. In doing so, the company is also meeting its duties as an employer and can show clear evidence of compliance with Health and Safety and other legislations.

Solution

Year	ABB Safe Driving for Work Programme
2009	Fleet Safety Audit commissioned to establish and benchmark existing policies, procedures and practices. The findings of the audit – gaps, good practices and opportunities - were used to plan an initial Safe Driving for Work (SDFW) Programme.
2010	Two hour driver safety workshop (delivered by road safety professionals) rolled out to employees who drive for work. Based on results from an online driver skills assessment, 20 drivers completed a 2 hour 1:1 in-vehicle assessment and coaching session.
2011	Based on the positive outcome of the programme to date, ABB Ireland commit to a three year plan. <ul style="list-style-type: none">- on and offline risk assessments and online hazard perception evaluation;- targeted online training for all, plus invited friends and family;- an in-vehicle assessment programme including a behavioural telematics pilot;- regular feedback on their assessments and training.
2012	Driving for Work Policy reviewed and communicated. Complementary ABB Driver Handbook drafted and issued to all drivers. Road Safety articles feature in company internal magazine
2013/2014 onwards	Driver licence declaration programme initiated in partnership with fleet management company. On-line portal launched to allow managers to review employee performance data. Fleet driving instructor-led workshops for line managers Awareness-raising briefings for senior management teams

Results

Since its inception in 2009, ABB's Safe Driving for Work Programme has seen the company sustain a reduction in motor claim costs and frequency of over 50%. This remarkable performance is viewed as evidence that the majority of work-related collisions in ABB Ireland are preventable when everyone – drivers and management – play their part. The decline in the cost of collisions is also a compelling return on the time and resources invested in proactively improving the company's driving environment.

In June 2013, ABB Ireland's Safe Driving for Work Programme was voted best-in-class at Brake's Fleet Safety Awards. While winning the "Company Driver Safety Award (smaller fleets category)" was an important independent validation of the Programme, ABB Ireland recognises the need for everyone involved to remain focussed on the roadmap and continue making efforts to creating a safe driving environment for its employees.

Current and future developments

While satisfied with its achievements in safe driving and fleet safety performance to date, ABB knows there is still much to do to continue seeing collision reduction.

Aside from ongoing driver assessment and training, ABB's roadmap has planned activities for 2014 and 2015 that include:

- Regular feedback on the programme to (and from) drivers and managers.
- Demonstrating supervision by line managers.
- Capturing and validating additional "grey fleet" data.
- Hosting a Road Safety Day for employees.
- Making available guidance on hazards such as speeding, distraction and fatigue.
- Reviewing performance KPIs and identifying improvement plans.
- Introducing a Driving for Work climate survey.
- Providing drivers with real-time feedback on their individual risk areas.
- Ongoing one to one in-vehicle assessments.

ABB's commitment to a three-year Programme is recognition of the benefits of being proactive as well as an appreciation that managing driving for work is itself, like other safety critical programmes, a long journey.

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