



Transportation Safety
Healthcare Waste Management
Dangerous Goods Safety Advisors

CASE STUDY

3M

DEFENSIVE DRIVER TRAINING

Setting the Scene

3M is a diversified technology company serving customers and communities with innovative products and services across the world. In the UK Head office, there are 800 fleet vehicles used by employees and the Finance Director recognised that there was a high incidence of vehicle accidents taking place and not only was this first and foremost an issue of personal safety but it cost the company financially as well. They decided to implement a solution with the help of Independent Safety Services Ltd to make their drivers safer on the roads.

The Challenges that 3M Faced

- A high incidence of accidents
- Poor level of personal safety
- Financial implications to the company
- A large number of fleet users to train
- Wanted to see measureable results within 2 years



The Solution for 3M

ISSL provides a Defensive Driver Course for all of 3M's employees who use a fleet car or drives their own car on company business. This was initially carried out over a two year period in flexible locations across the UK. Following the initial course 3M decided that its employees would benefit from a compulsory 'Refresher' course every four years, which coincides with 3M's car replacement cycle.

ISSL is provided with a monthly list of fleet cars and new drivers from 3M and maintain a record system which indicates when a driver requires a refresher course. This means that all of the cumbersome administration is handled by ISSL and individual driving reports and Training Certificates are sent to drivers. When a driver is considered to be 'at risk', the company is notified immediately.

The Results

3M insures its fleet 3rd Party and therefore any accident damage costs must be taken from the fund set aside for fleet expenses. During the first year this programme was introduced, 130 less accidents were recorded. 3M can produce detailed reports of exactly how often an accident occurs and what type of accident it was. This information can be used to calculate how much each type of accident costs the company. The insurance manager calculates that each year, there is a cost saving of £65,000 and the accident rate is on average 22-25% of the fleet per year, which is based on the total number of claims against the total number of cars in the fleet. This is significantly different from when the course was first introduced where the rate was 33% **This represents an annual average reduction of 64 claims.**

For the last 10 years, 3M's insurance premium has remained at a constant level, clearly demonstrating the positive impact the Defensive Driving course

has had on the company. It is important to note that employees' personal safety is paramount to 3M and the fact that there was a cost saving financially to the company was an additional side benefit. What cannot be accurately measured is the number of injuries or even fatalities which may have been saved by 3M's pro-active approach to driving safety.

Another example of 3M's attitude towards protecting its drivers is the company phone policy, which forbids drivers to take or make calls whilst mobile – not even hands free!



"3M UK Plc has a current fleet of approximately 800 vehicles and has worked for over 25 years with Independent Safety Services, who have administered and provided Defensive Driving courses to our Company car drivers over this period .

The courses have always been well received by our employees.

We believe that this programme has been instrumental in helping 3M UK Plc to achieve a reduction in our accident rate of approximately 35%, which has been maintained—with a consequent avoidance of risk of injury to our employees and other road users."

Martin Dobson, 3M Insurance Manager.