

EU Road Safety Good Practice Submission



The Floop Ltd

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ACTION PLAN

Language: English

What problem are you addressing?

One of the most exciting aspects of telematics is that monitoring driver behaviour means that risk can be identified. According to insurance data, drivers with telematics scores in the bottom 20% have a significantly increased risk of being involved in a crash. This provides an opportunity to intervene before a crash happens and implement a behavioural change programme. FloopCoach was designed to improve scores by coaching drivers on making safer speed choices and driving more smoothly. Braking too late and travelling too fast for the road conditions are responsible for 23% of all fatal crashes. So at the most basic level, FloopCoach was designed to help reduce the number of deaths on the roads and reduce road accidents.

OBJECTIVES

The Floop is recognised as a world-leading provider of analytical insights with the convergence of mobile technologies, big data mining and driver psychology for predicting insurance claims worldwide. Their server uses a proprietary database to collate, smooth and process GPS data every second throughout every journey. Working with major insurers, state of the art technology and algorithms are used to capture and process data from many sources. The scores generated by these algorithms are used within FloopCoach to provide feedback, education and coaching on how to be a safer driver.

Our FloopCoach objectives are:-

- To improve scores by developing the strategies for behaviour change via telephone coaching
- To coach self-reflection skills amongst high risk drivers to identify triggers for unsafe driving
- To reduce insurance claims by motivating drivers to drive safely via educational and psychological methods

Direct Line Group was the first of our clients to use FloopCoach and our partnership was fundamental to helping us develop the proposition. We worked with them to:

- Help their policyholders understand and engage with their driving behaviour

- Improve customer loyalty to the brand, through great customer experience
- Support Direct Line Group's CSR agenda aligning to young driver safety and saving lives

ACTIONS

FloowCoach was designed by a world leading academic in driver behaviour, Dr Lisa Dorn, Associate Professor at Cranfield University. Psychologists and coaches were then recruited and trained to implement the programme and FloowCoach was launched in October 2015.

FloowCoach develops safer behaviours through the use of behavioural change techniques through the deployment of a number of telephone coaching sessions over a 12 week programme. During the coaching sessions a series of goals are agreed and progress against these goals are discussed alongside support and encouragement. Follow up contact after three months serves to 'nudge' drivers towards maintaining their improved scores.

- Since FloowCoach began, data has been collected to evaluate its effectiveness against a control group.
- FloowCoach was launched with the largest personal motor insurer in the UK, Direct Line Group (DLG), in October 2015.
- We initially launched the FloowCoach programme with DLG on their DrivePlus brand and FloowCoach was extended to include other DLG brands in 2017.
- In August 2017, FloowCoach was rolled out to some of DLG's partner brands in the motor manufacturing sector.
- Other US-based insurers are expected to start implementing FloowCoach during 2018.
- In February 2018 a bespoke platform was designed in-house to provide a comprehensive management information system for reporting and automatic data collection.
- Currently, research and evaluation is taking place by Dr Lisa Dorn and The FLOW's CPO Andy Goldby looking into the success of FloowCoach and the techniques we use to see how we have helped so far and what we can do to improve. An evaluation of call transcripts and general data collected is being used in order to conduct this study which will impact the future of FloowCoach improving our offering to clients and drivers.

Who is your target audience?

Our target audience for the programme is all policyholders for specific insurers scoring in the bottom 10 and/or 20% using The FLOW telematics scoring algorithm. These drivers are proven to represent an increased risk of making a claim during the lifetime of the policy.

How many people have you reached?

The FLOW already operates in five continents and has expanded its operations to include China and the USA in order to deliver effective road safety improvements worldwide. The FLOW has hundreds of thousands connected drivers globally and to date we have assisted over 1300 drivers using our FloowCoach programme.

By working closely with DLG since launching the FloowCoach programme, we have managed to help 70% number of drivers to improve their score and driver risk profile.

CHARACTERISTICS OF OUR TARGET AUDIENCE

When we created FlowCoach, we knew that it would be of particular benefit to young drivers, those drivers who regularly face points or bans, or those who cause danger when they are on the road through behaviours like excessive speed and harsh braking.

As FlowCoach works through behavioural conditioning based on driver behaviour data, we knew that it would provide an extra layer to our scoring platform which would allow drivers to understand and engage with their behaviour behind the wheel.

By working with Direct Line Group to add this programme into the telematics propositions they have in place with us, it allowed us to work with them to find suitable candidates for FlowCoach programme based on their scores.

For all telematics-based policy holders, there is a subset of drivers at relatively high risk as measured by their scores. Direct Line Group (DLG) wanted to actively engage with these drivers and asked The FLOW to establish an independent contact centre of trained psychologists to coach the bottom 10% of drivers.

Over the last three years, the people we have been enrolled into FlowCoach have been a mixture of young and more experienced drivers. For some, their inexperience behind the wheel has led to low scores whereas for others, ingrained bad driving habits or the use of onboard technology which can be a distraction and allow some drivers to become complacent. All these behaviours has seen them referred onto the FlowCoach programme.

Behaviours such as speeding, braking harshly and distraction behind the wheel are the main areas where we know that people can improve in order to become safer drivers, making the roads a safer place for all.

Do you have an external provider to implement your activities?

Yes, Direct Line Group

How are you disseminating results?

Since launching our FlowCoach programme in 2015, we have worked closely with Direct Line Group to incorporate this into their telematics platform. After three years of working with their customers, we have gathered a lot of data and gained great insights which have helped us to improve our approach.

The results have also gone onto inform update iterations to our scoring algorithm and they have been used to create our latest product, FlowDrive, which is a robust, white-label platform which can produce deployable telematics solutions in minutes rather than months.

We make sure that the results we find are used to the benefit of our clients and their customers and this is why we are opening up the telematics market to help accelerate the adoption of telematics delivering benefits to motorists and insurers alike.

As we work with clients across five continents, we know that we are servicing the need for a new kind of insurance policy and making use of the cutting-edge technology, data science experience and unique behavioural insights from social science that we have to hand.

However, we feel that there is more to do with regards to road safety and we continue to focus on developing our business into new markets such as North America, China and the EMEA. We believe telematics will have a positive impact on the future of mobility and will improve the insights that insurers can achieve to make their services fairer and more engaging.

Our approach with regards to FLOWCoach is replicable and rapidly growing deployments, have led to staff appointments in Europe, China and North America to work with insurers to better educate drivers and influence their behaviour. The FLOW now has more than 150,000 connected drivers globally, and has assisted more than 1300 drivers with FLOWCoach. Due to its success, FLOWCoach will be extended to other operating territories including the USA in the next 12 months.

How many groups have you evaluated?

Intervention groups - 0

Control groups - 1. We have one control group which has been constantly running since FLOWCoach started, it is regularly added to with a random 10% of FLOWCoach participants. Currently this control group focuses on customers from DLG and it is a mixture of all their brands which use FLOWCoach.

EVALUATION PLAN

How are you evaluating the success of your action?

Our evaluation study showed that drivers' score increase was significant for the bottom 20% vs a control group. Based on correlation between scores and claims frequency, we are projecting an overall 18% reduction in claims compared with the control group. This means that for every 1,000 drivers participating in the programme, we are preventing 31 accidents from taking place. The bottom 10% improved the most – for every 100 that complete the programme, 16 additional accidents were prevented in the following year compared with the control group.

During 2018, extensive evaluations of the FLOWCoach programme are underway. Study 1 is an experimental trial comparing score change for four interventions group (drivers receiving 1 to 4 coaching calls) with a control group. Study 2 will explore in more detail the link between the content of the coaching calls and changes in driver score using a randomized sample of participants across the 4 intervention groups. The qualitative analyses will include over 300 transcripts to identify which coaching elements are more strongly linked to score improvement.

Analysis of the impact of FloopCoach has shown that the programme leads to improved driver behaviour as evidenced by reduced loss ratios. All drivers received up to four telephone coaching sessions and supplementary educational interventions over a period of 12 weeks. The analyses showed that there was evidence of an improvement in scores that is commensurate with a claims frequency reduction of 18% against a control group of those that were not invited to participate.

Given the academic evidence for the success of behavioural change techniques, there is every reason to suppose that coaching aimed at examining the strengths and resources of the driver to address their at-risk behaviour is likely to be as successful in changing behaviour as it has been for other at risk health-related behaviours, even addictive ones such as smoking and drug taking. Our data suggests that those drivers that have been through FloopCoach are significantly less likely to crash compared with a control group who were not contacted and invited to participate.

Who carries out the evaluation activities?

Internal evaluation by Dr Lisa Dorn, Associate Professor of Driver Behaviour at Cranfield University, and Andy Goldby, BSc FIA

When will you carry out the evaluation?

Before and after the intervention with continuous monitoring

INDICATORS USED TO MEASURE SUCCESS

In order to measure FloopCoach's success for a specific driver from the start of the programme to the end, we:

- Set measurable goals and check on progress with the goals that the driver committed to on the last call.
- Coach and motivate behaviours to deliver on agreed goals by focusing on the positive results of actions taken
- Measure a driver's performance regularly by focusing on the scores
- Provide feedback about behaviours in relation to the goals using driver scores
- Provide recognition and reinforcement on calls and follow up emails for improved scores
- Relapse prevention strategies.

We also measure the success of FloopCoach as a platform to help educate people by looking at:

- The number of drivers we have managed to help through our FloopCoach programme where we can see and measure success over the course of the 12-week period and beyond.
- Score improvements in all or certain areas as these can point to better engagement with driving behaviour and a will to improve based on feedback given in app or through FloopCoach or as a result of our incentives platform where they may have recently received a reward for improved or sustained scores.

- A driver's risk profile over time and see how insurers now rate their risk versus when they first assessed them at the beginning of their telematics policy. A fall in the risk of the driver showcases that they have improved their driving behaviour making them a safer bet on the roads.
- We also compare data across three groups, those who started the programme, those who started the programme and didn't finish it and our graduates, to see their progress over time as well as gauge the level of success FlowCoach is having and look out for any issues with relation to the programme and how we deliver our driver coaching.
- We can use all this information to estimate how many accidents on the road have been avoided as a result of our telematics proposition and in particular, FlowCoach. Our latest research into FlowCoach's effects shows that for every 100 people in the lowest-scoring decile who complete FlowCoach, 16 accidents are avoided, which reduces costs to insurance clients and saves human costs too.

EVALUATION TOOLS

To measure the success of the platform for a driver, we make use of control groups and qualitative/quantitative analysis into statistics, score improvements and analysis of conversation transcripts to see where we are doing well and how we can improve our offering for the future to provide the best possible results for as many drivers as possible.

We are currently performing analysis, as mentioned above, which has been supported by Direct Line Group who have supported us to carry out these assessments so that we can improve FlowCoach to the benefit of road users and their customers.

We also make use of surveys and feedback from clients in order to see how we can improve and deliver on client expectations of the FlowCoach programme. In the case of Direct Line Group, we make use of constant conversation with them regarding the services that we deliver for them.

In December 2017, we initiated what will be a twice-yearly NPS survey which allows our clients to provide us with feedback on our products, including FlowCoach (for those that use it), and how we can work with them to provide them and their customers with the best possible service for their needs and requirements.