



# Safer Roads For Everyone

Protecting your employees,  
your business & your brand.



## TABLE OF CONTENTS

Who are we?

---

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us



# Who we are and what's our purpose

We are the team behind DriverMetrics® - the multi-award winning road safety business.

Our programmes have been recognised for their effectiveness in reducing crashes, and improving safety and well-being.

- Prince Michael of Kent International Road Safety Award
- Fleet News Awards
- FleetWorld Awards
- Brake Fleet Safety Awards

At Drive iQ, our purpose is to ensure that everyone gets from A to B as safely as possible.

As road users, we share an increasingly complex and ever-changing environment. We are constantly required to adapt and respond to the decisions other road users make.

With the constant changes in mobility, our aim is to encourage everyone to think differently about the way they drive or ride.

By making a few small changes, they will reduce their chances of being involved in an incident and will have a much more positive and enjoyable experience on the road.

**We are the team behind DriverMetrics® - the multi-award winning road safety business and are recommended by a number of leading motor fleet insurers and brokers.**

## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

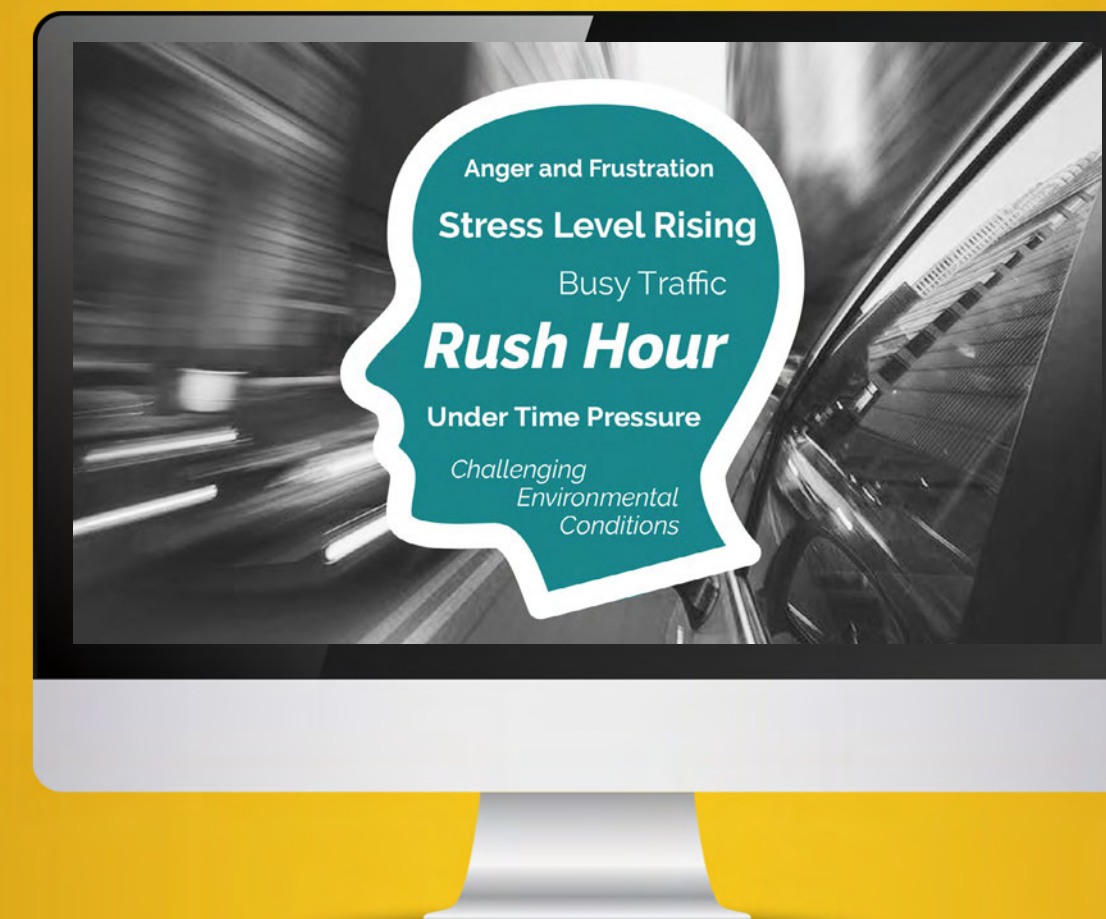
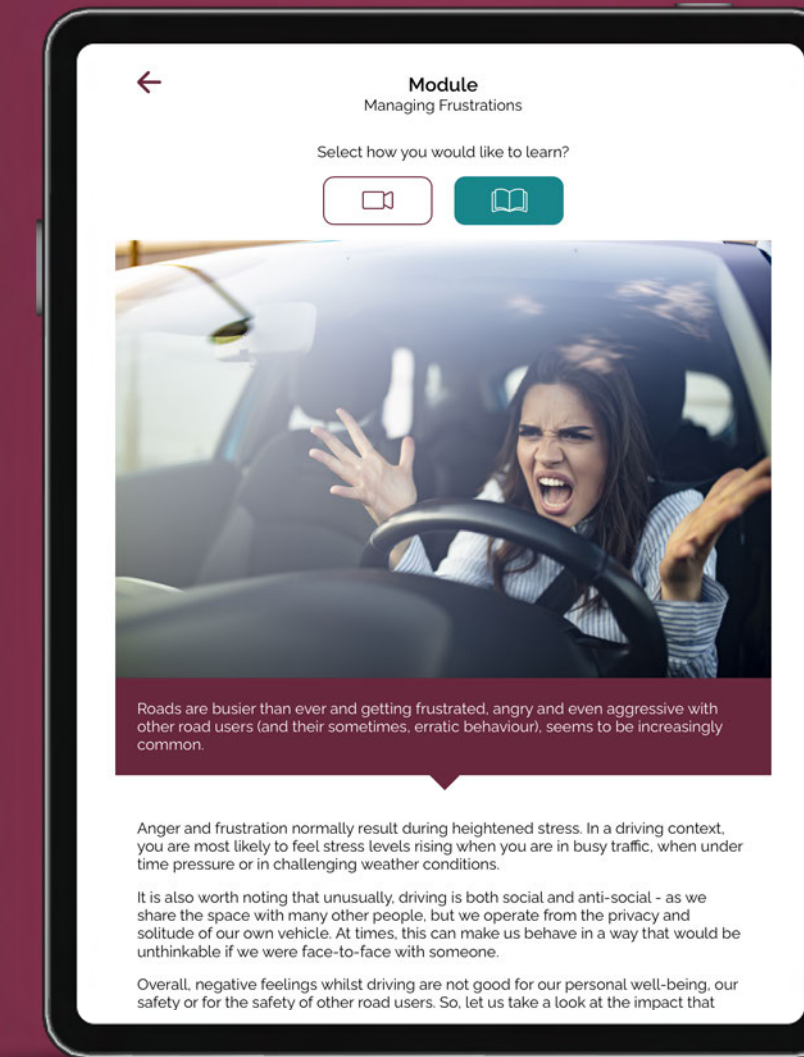
What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us



# What is Drive iQ?

Drive iQ is a web-based road safety and well-being programme that encourages users to reflect on their daily journeys.

At the heart of Drive iQ is a self-reflective quiz, coupled with a series of bite size coaching modules and monthly micro-modules.

## Who is it for?

Drive iQ is suitable for everyone who uses the road including grey fleet and commuters, as well as those driving a company vehicle.

## How do I access Drive iQ?

Drive iQ is accessible 24/7 using any web-enabled device, such as laptops, computers, tablets and mobile phones.

## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us

# Why does it work

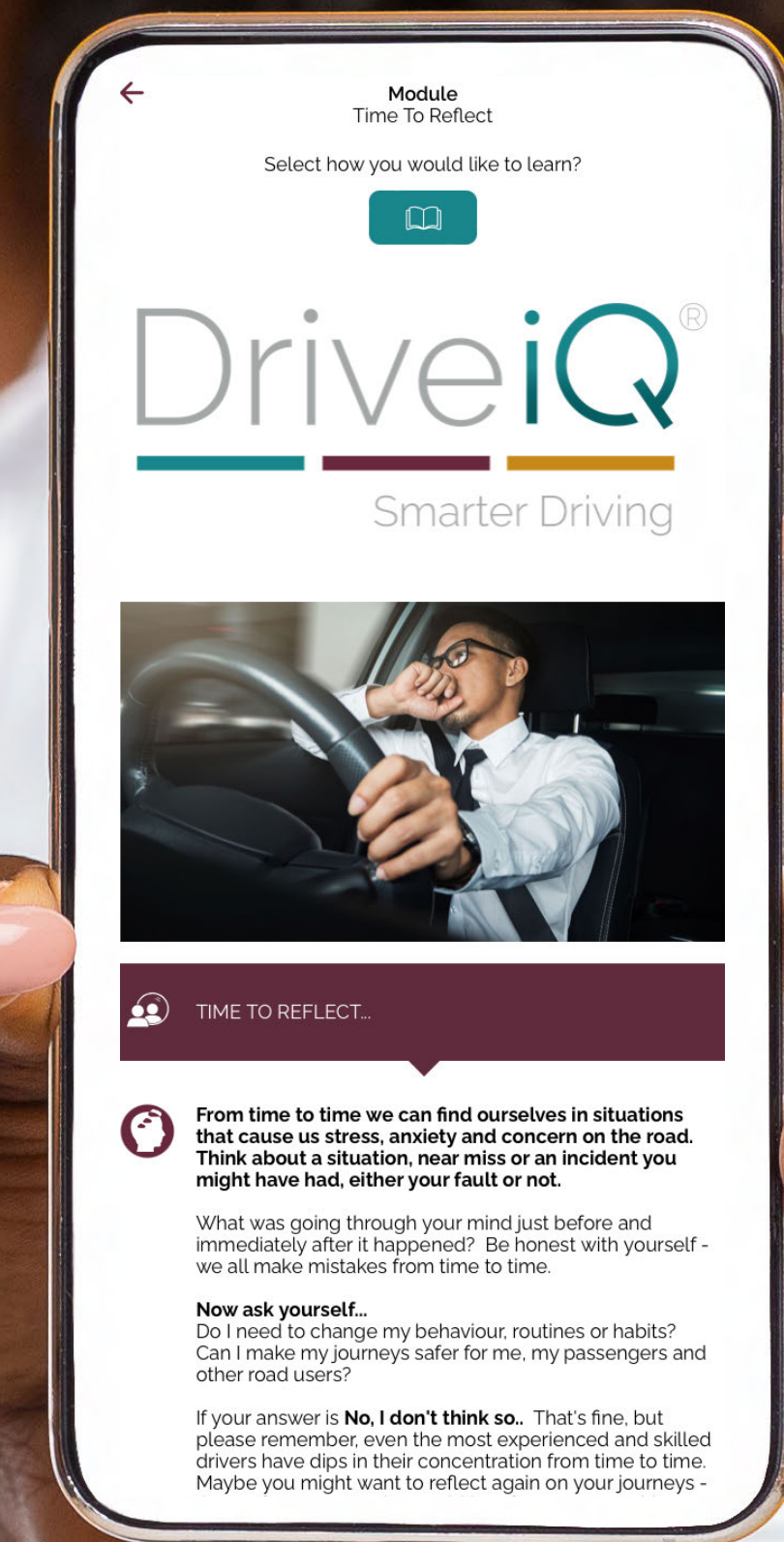
Based on extensive research, and focusing on the issues that drivers tell us are most important to them, Drive iQ is designed following the key principles of all successful online education programmes.

It starts with content, which is both interesting and informative. Each user is encouraged to reflect on their own experiences so that they can personally respond to the coaching prompts. Continuous engagement is also key, so communication and feedback continue throughout the year, helping to reinforce learning.

Finally, Drive iQ is easy to use. With a mobile designed format it is accessible from anywhere and at any time.

**"... This driver training is definitely something I would recommend to any other company looking at driver performance and training."**

Nik Darby, Contract Manager, P.N.Daly Ltd



## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

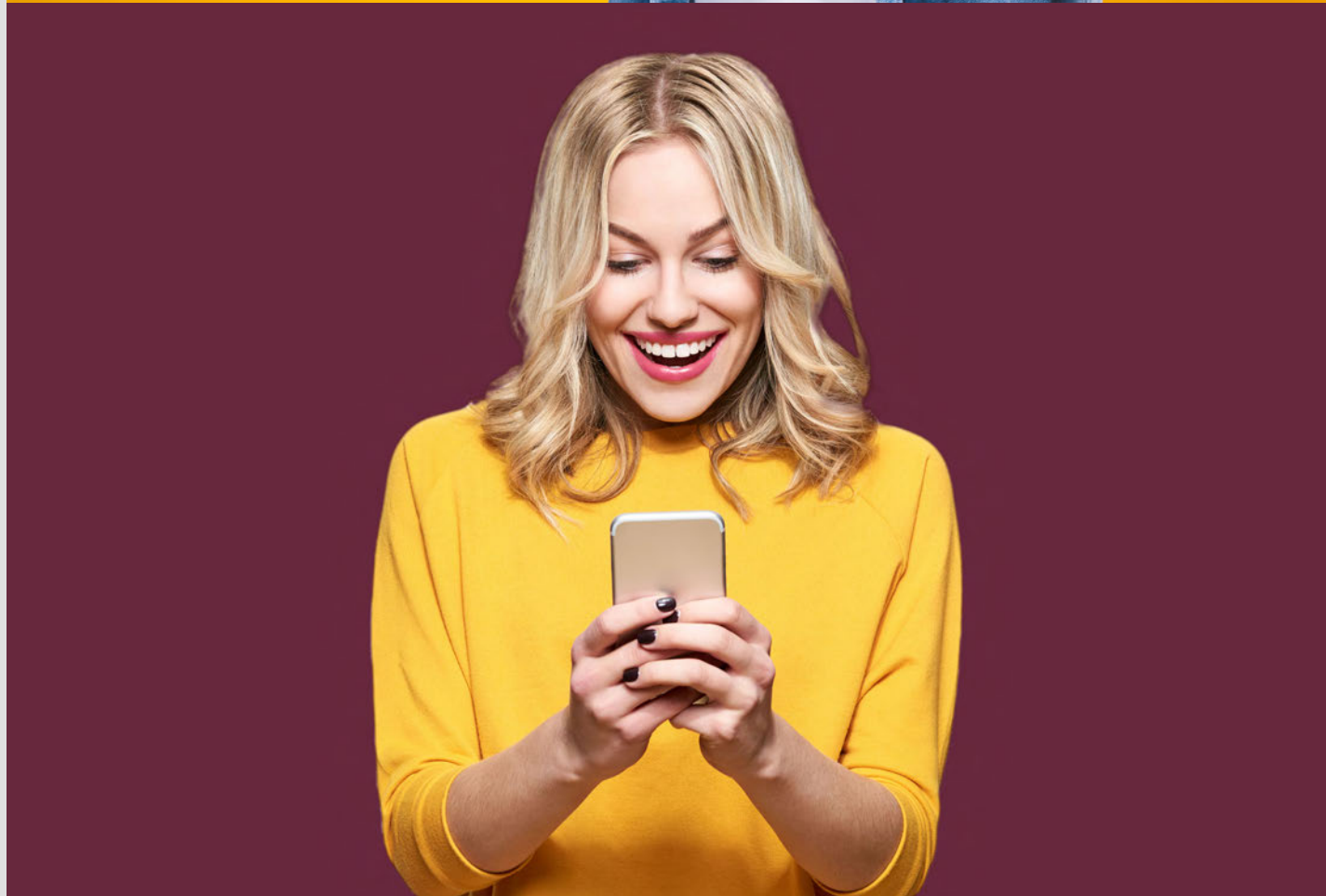
What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us



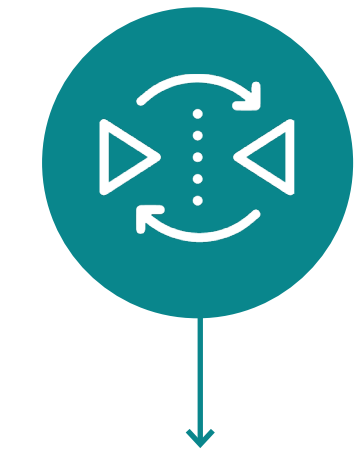
# How does it work

Drive iQ starts with a self-reflective quiz, followed by 10 mandatory 'bite-size' coaching modules, each of which take around 5 minutes to complete. On completion of the modules, the user will receive their Personal Drive iQ Score.

They are also invited to sign up to the Drive iQ Etiquette, which encourages a personal commitment to safe and considerate road use / travel.

Drive iQ also ensures ongoing user engagement and focus. This is achieved through a series of monthly micro-modules, each of which take less than 5 minutes.

Throughout the year, users have access to a selection of Quick Guides, providing useful hints, tips and techniques to help reinforce key messages. We also offer our users the opportunity to 'check-in' and tell us how they are getting on and how they are feeling.



Reflect



Coach



Engage

[Click here to watch our Demo Video to see how Drive iQ works >](#)

## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us

# Modules

We offer a choice of video/audio and text based modules.

## Coaching modules

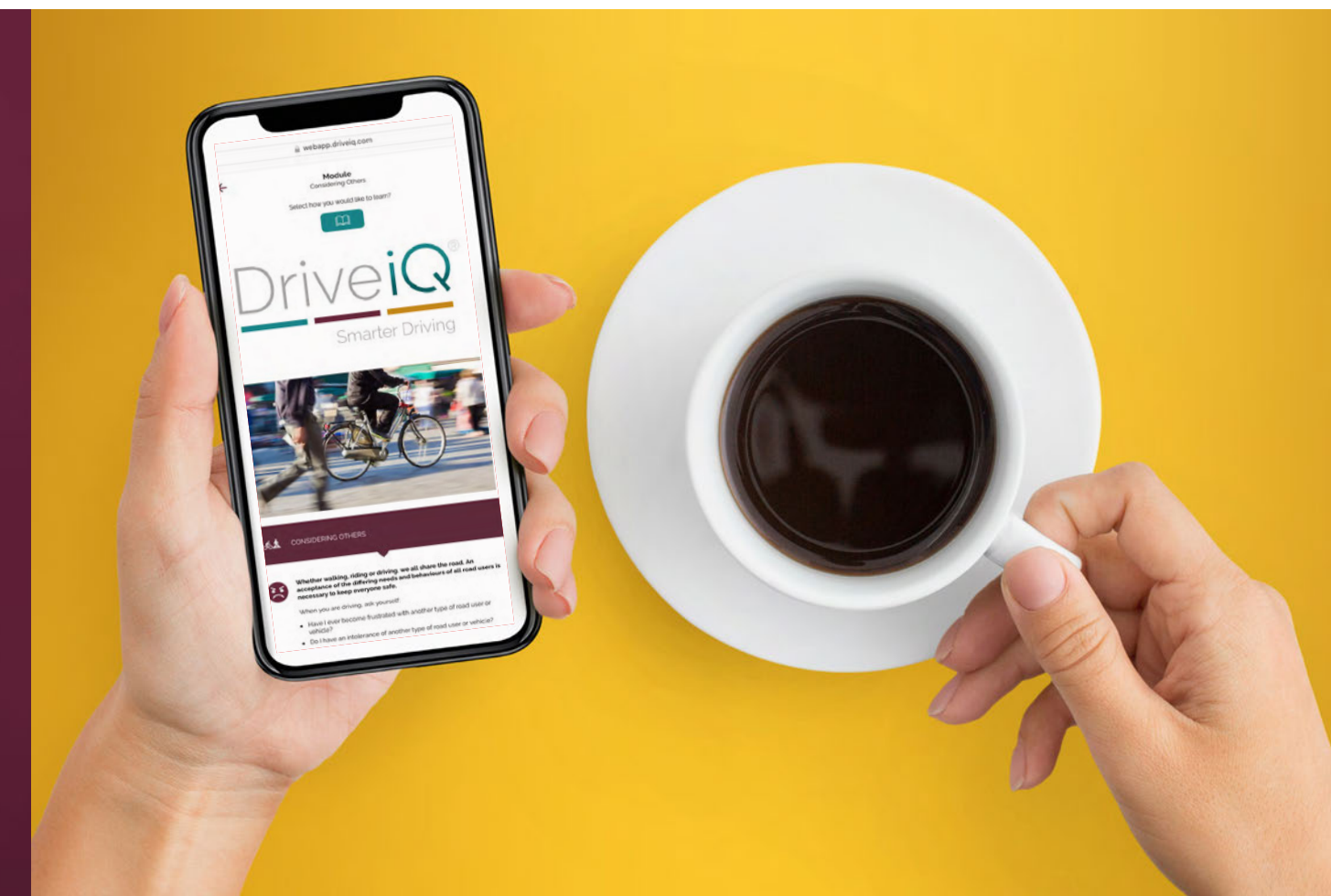
A series of highly informative and engaging 'bite-sized' coaching modules covering all the key issues that drivers tell us are important to them, in video/audio and text formats.

## Monthly modules

Drive iQ is designed to ensure continuous user engagement and focus. We achieve this through a series of monthly micro-modules, each of which take less than 5 minutes.

## Messaging

Throughout the programme, users receive messages and reminders to complete any outstanding activities to ensure compliance.



## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us



# Management Information

Our easy to use Management Information System records all levels of user activity, compliance and engagement, providing clear and concise 'real-time' data and a full user audit trail.

- Compliance / Non-compliance
- Completion Rates
- Individual User Reports
- Module Scores
- Engagement Rates
- Export Data
- Report by Group / Sub-group
- Bespoke Messaging Functionality

## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us

# Need some extra help?

Drive iQ is an inclusive programme for all road users. However, from time to time, you will have some people who require a little extra support – they might have points on their licence, been involved in an incident or flagged by telematics.

Our sister company DriverMetrics®, provides a portfolio of highly targeted interventions, to address the most common causes of risky behaviours on the road.

## Personal Profiling

An online personal profile that provides a 'deep-dive' into individual users and identifies specific behaviours that increase the risk of driving for work.

## Personal Coaching

Our Personal Coaching is a cost effective, time efficient and eco-friendly alternative to expensive in-vehicle coaching and can be equally as effective.

## Safe Driving Workshops

Our range of tailored workshops, delivered by DriverMetrics® coaches, address the key issues that are linked to crash involvement, points on licence or frequent telematics alerts.

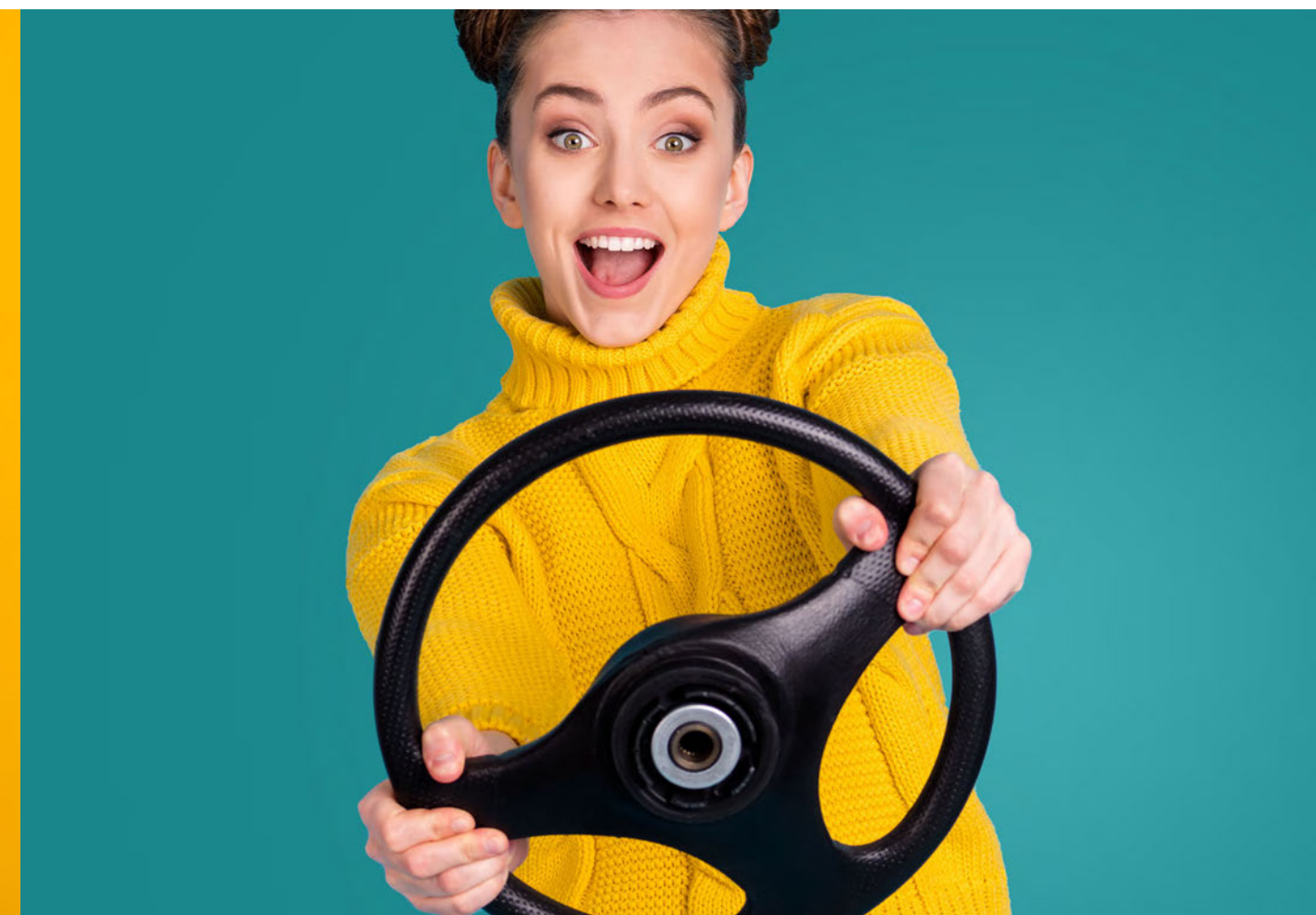
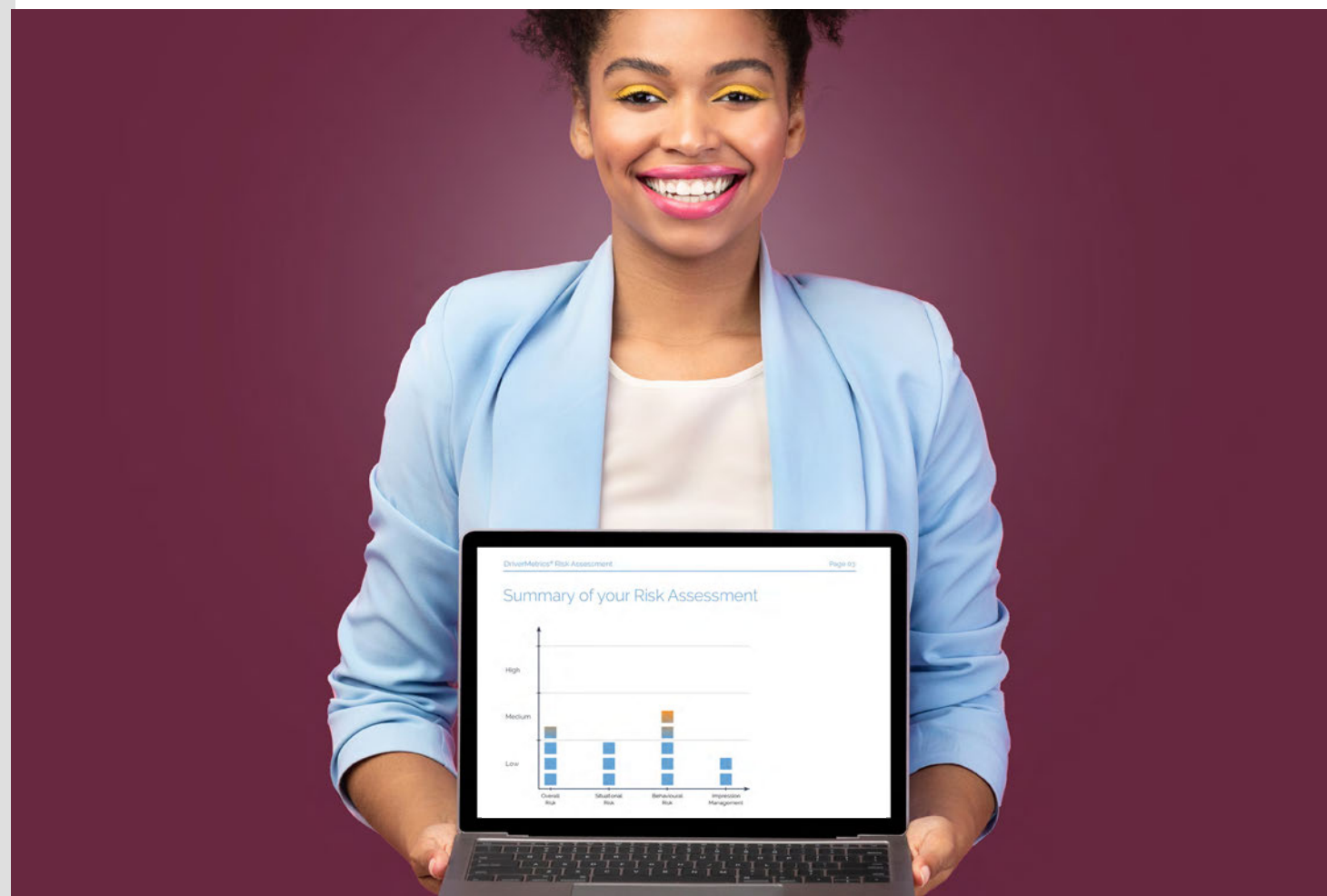




TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us

# What our users say...



"I cannot recommend Drive iQ enough"

FuseRail



"The Drive iQ programme has educated me on remaining focused throughout the journey."

imGROUP



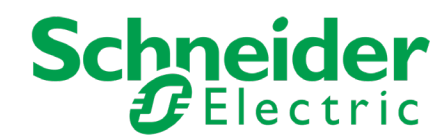
"Well received by our drivers, easy to navigate, concise and engaging"

Nobia



"Great course, I thoroughly enjoyed it"

Restore Datashred



"Feedback has been positive and engagement levels are equally impressive"

Schneider Electric

[See more testimonials](#)



## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

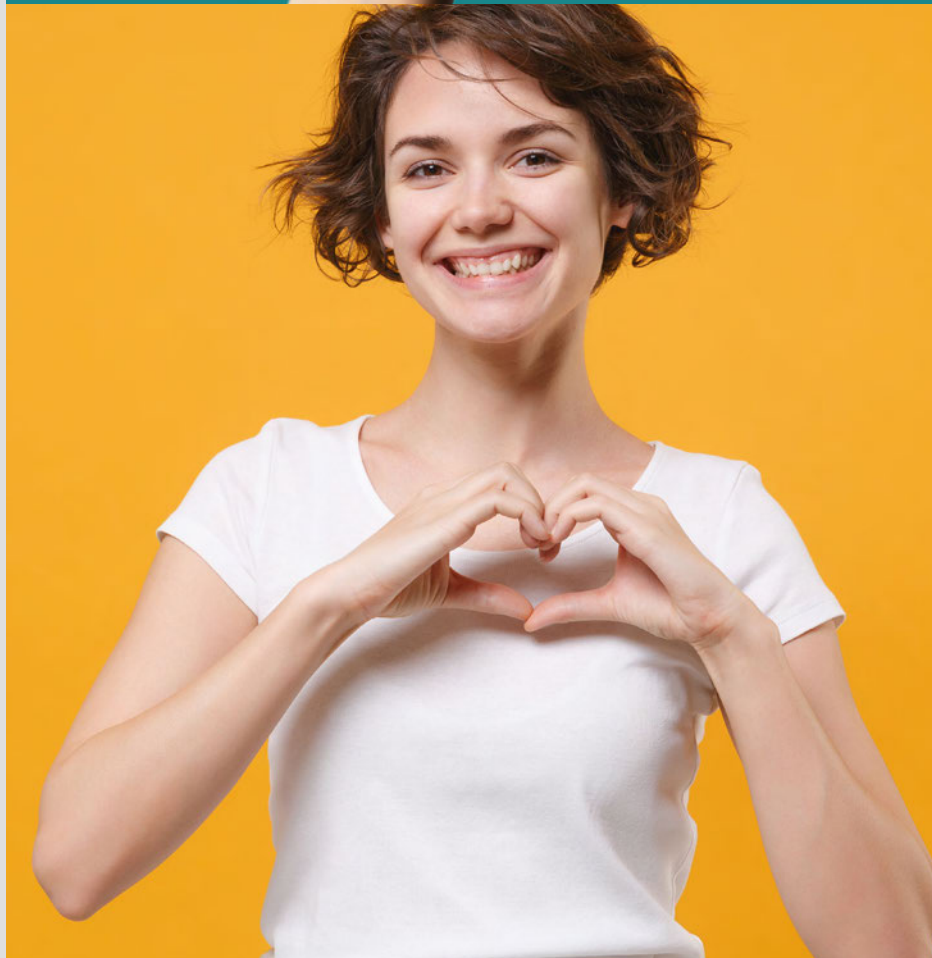
What's in it for your employees?

---

What's in it for your business?

Getting started

Contact us



# What's in it for your employees?

Our programme delivers real value across your entire business, benefitting your employees, management teams, other road-users and the wider community.

### Key benefits include:-

- Easy use via any device
- Engaging, relevant and informative
- Time efficient 'bite size' learning
- Choice of text, video / audio
- Positive lifestyle changes

"I've completed the Drive iQ assessment and modules and really enjoyed it. I found it very informative and thought provoking, as I'm very guilty of driving on auto-pilot mode."

RSA

## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

---

Getting started

Contact us

# What's in it for your business?

Drive iQ offers a flexible, engaging and relevant programme suitable for all of your employees who use the roads.

- Suitable for every employee
- Cost effective and time efficient
- Easy to implement and manage
- Automated system reminders
- Improved employee performance, safety and well-being
- Protect your brand, people and values
- ESG
- Duty of Care

"Feedback was very positive - everyone said it was easy and straightforward to use and they were really engaged with the content. We can track everyone's progress within the MIS and chase them up if we need to."

W Uden & Sons Funeral Directors



## TABLE OF CONTENTS

Who are we?

What is Drive iQ?

Why does it work

How does it work

Modules

Management Information

Need some extra help?

What our users say...

What's in it for your employees?

What's in it for your business?

Getting started

Contact us



# Getting started

The good news is that implementing Drive iQ is really quick and easy, and we aim to have you up and running within 2 working days.

To get things moving, we just need your company name, key contact details and invoicing information and confirmation of the number of Invite Codes required.

Once you have confirmed how many drivers you want to participate, we will send you an Excel file with your MIS Code and Invite Codes for internal allocation. The spreadsheet can also be used as an internal record of allocated user codes.

[Click here to get started](#)

## TABLE OF CONTENTS

[Who are we?](#)

[What is Drive iQ?](#)

[Why does it work](#)

[How does it work](#)

[Modules](#)

[Management Information](#)

[Need some extra help?](#)

[What our users say...](#)

[What's in it for your employees?](#)

[What's in it for your business?](#)

[Getting started](#)

[Contact us](#)

---

# Contact us

Our experienced team are on hand to assist you with your enquiries. Please get in touch, we will be delighted to help you start your journey to safer mobility.

Request more information:

Request a system demonstration:



Drive iQ Ltd, Soho Works, 7th Floor,  
2 Television Centre, 101 Wood Lane,  
London, W12 7FR

