

FICO® Safe Driving Score

The Foundation of the FICO® Score Telematics Analytic Suite

With the FICO® Safe Driving Score:



Fleet safety managers can more effectively monitor individual driver performance and objectively assess the driver's aptitude.



"High-risk" drivers learn about their risk exposures and how those factors affect their safety. "Good" drivers are empowered to maintain their low-risk profile.



Novice drivers can manage, control and mitigate their risk of accidents, and improve their driving and ultimately their safety.



Telematics Service Providers can give consumers valuable insights into their driving behavior that will help people protect themselves, their passengers and their vehicles.

Much as the FICO® Score is the standard measure of consumer credit risk throughout the financial ecosystem, the FICO® Safe Driving Score provides a consistent and objective measure of driver risk and safety based on driving behaviors. Core to the FICO® Score Telematics Analytic Suite, the FICO® Safe Driving Score model provides broad and measurable benefits for fleet drivers, safety managers, novice drivers and drivers requiring remediation. The goal is to foster safer drivers, safer roads and reduce risk and costs for all.

Predictive Metrics for Fleet and Consumer Drivers

Telematics, the sending and receiving of vehicle and driver interaction data, permits the observation and assessment of risky driving behaviors. Telematics Service Providers (TSP) furnish the data platform that fuels the FICO® Safe Driving Score, a robust algorithm that scores a driver based on their driving performance across acceleration, braking, cornering, speed, distraction and other behind-the-wheel conduct.

The FICO® Safe Driving Score utilizes predictive variables derived from sensor-level driving data and captured over the duration of a trip and over subsequent trips. Researching and evaluating the use of telematics data for several years, FICO analyzed data covering multiple countries, millions of road miles, and millions of trips. FICO continues to evaluate additional telematics, environmental and contextual data sources that are predictive of safe driving risk.

The FICO® Safe Driving Score is derived using proven methods for predictive modeling perfected by FICO over decades of data analysis. The methodology entails the development of a data-driven, accurate and robust predictive model that leverages telematics data to rank-order future risk of safe/unsafe driving behavior. The higher the score, the more likely a driver is to display safe driving behaviors in the future.

Safety in Numbers: Fleet Management

Commercial driver monitoring and management is a standard practice among commercial fleets; however, there are many costly, disparate, niche systems that create operational friction and slow adoption. Most provide hindsight into rough and unsafe driving, while an analytic approach identifies the variables that can predict future risk.

As with all FICO® Scores products, there is a significant level of transparency and insight that is shared with opt-in drivers and their management. Sensitive to data privacy concerns, the program is only used with the express consent of the

driver, and the data is only shared with fleet management. The managers and the individual drivers can recognize what behavior negatively affects their “safe driving score,” and what the drivers can do to improve their skills or safe driving performance. The variables used in the model are behaviors that can be controlled and changed by the individual. Fleet safety performance can be benchmarked and reported by company, division, team or any other comparison.

This capability, of assessing and scoring safety risk, can feed into driver education training and safe driving programs, as well act as a valuable commercial insurance and leasing tool to help control losses through proactive safety initiatives.

Fleet opportunities to integrate safety:

- Improve new driver onboarding programs.
- Reinforce safety training as an ongoing initiative.
- Monitor, engage and coach to change unsafe behaviors.
- Launch reward and incentive programs around safety.
- Negotiate with commercial insurance providers based on proven safety data.
- Expand commercial insurance safety programs.

Monitor and Motivate: Consumer and Novice Markets

The cost of insurance for a teen driver or other high-risk individuals is only part of the problem. More important is a focus on safety for all. For novice drivers who want to improve their driving skills quickly or previously high-risk drivers who want to prove their proficiency behind the wheel, the application of a FICO® Safe Driving Score can objectively evaluate their true risk level and reinforce positive behaviors.

By extension, insurance companies can adopt the model to offer safe-driving education programs to opt-in policyholders who allow their driving behaviors to be monitored. For a parent or caregiver, this is more than peace of mind, but a practical and data-driven monitoring system that reinforces driving safety.

Consumers use cases:

- Novice driver monitors and coaching.
- Experienced driver monitoring and remediation coaching.
- Caregivers of higher-risk seniors or other drivers.
- All drivers, particularly those in the non-standard insurance market, proving their safe driving skills.
- Access scores, training and coaching via online, mobile and Behind-the-Wheel (BTW).
- Augment driver education and training programs.



Risk Factors in Driving Behavior

- Acceleration
- Braking
- Cornering
- Speeding
- Cellphone distraction

The First Ready Application:

MentorSM by eDriving®

eDriving® – the largest global provider of online driver risk reduction and training solutions

The Mentor product launch in 2017 marked the debut of the FICO® Safe Driving Score as a transformational proprietary, predictive analytics platform to assess safety risk. Mentor is the first, patented, “closed loop” smartphone telematics solution for fleet drivers and consumers, with a focus on novice and teen drivers. The mobile application measures and scores driving behavior and delivers tailored driver training straight to smartphones, tablets and computers.

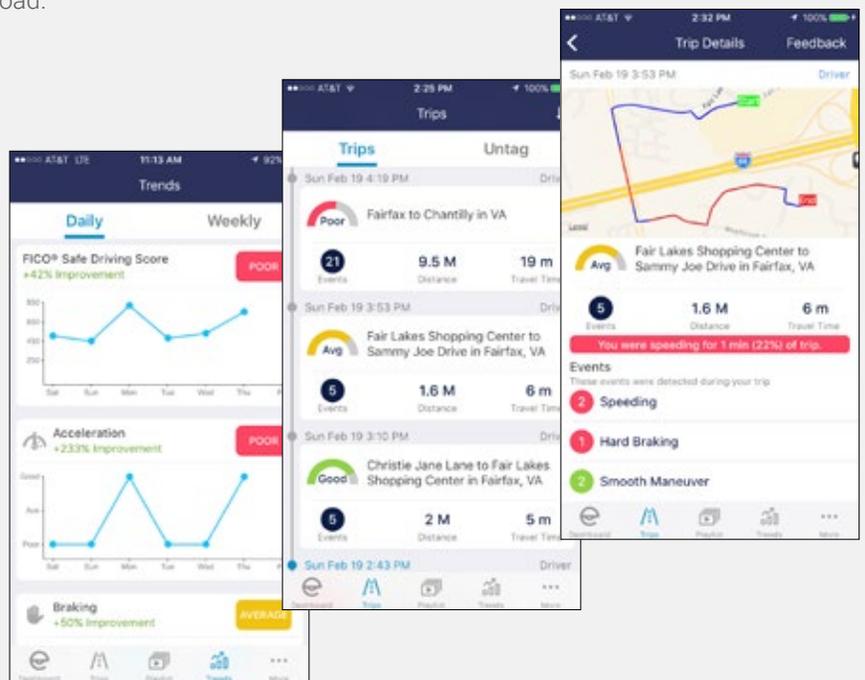
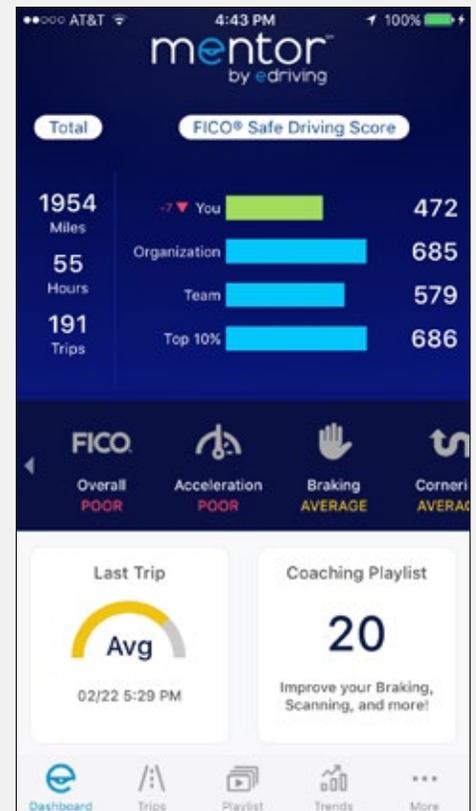
Mentor assesses and scores a driver’s behavior by each single trip and over time, providing immediate feedback as well as longer-term trending and benchmarking analysis. In addition to data capture, analysis and scoring, Mentor prescribes a “playlist” of engaging interactive training interventions, as well as tips, reminders and progress reports customized for each driver based on his or her on-road performance.

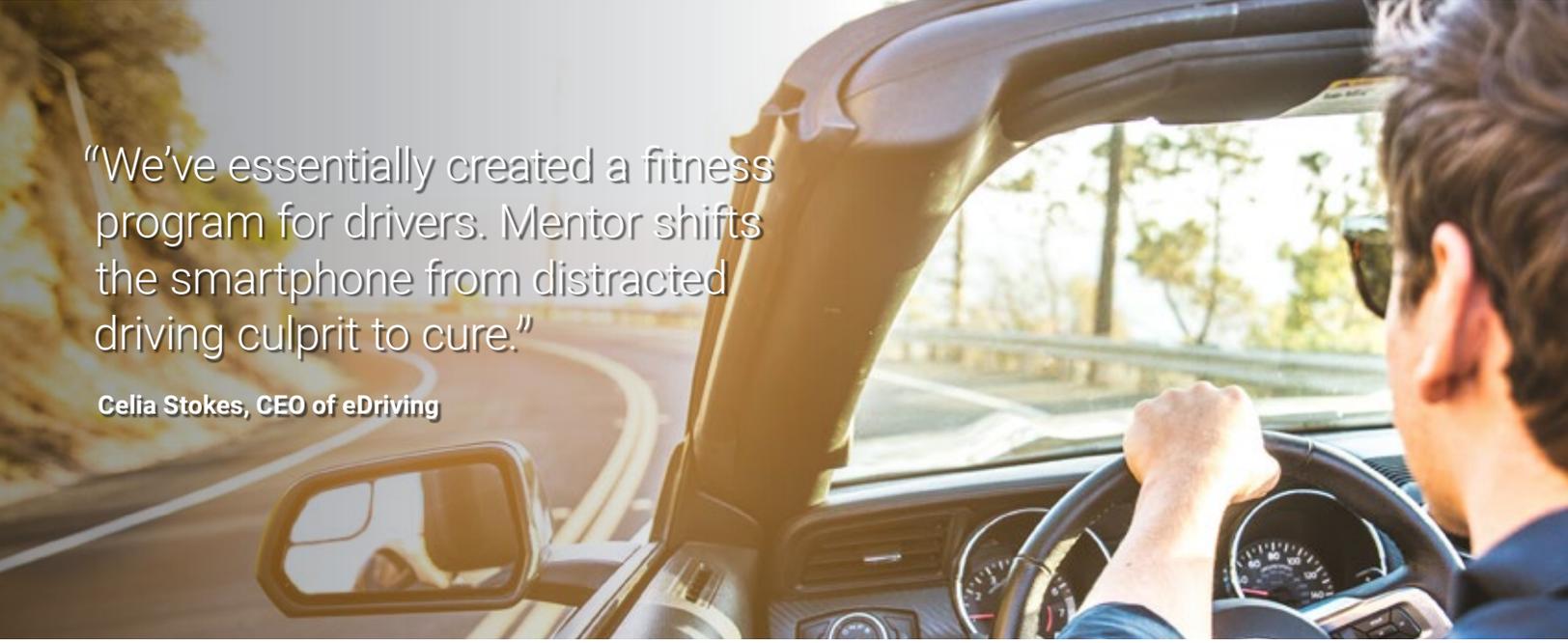
Mentor app delivers immediate trip-level feedback with daily, weekly and monthly trends. It calculates a FICO® Safe Driving Score based driving behavior.

Mentor is aimed at tackling the attitudes and behaviors causing 94% of collisions and incidents by drawing on the best practices used by some of the most effective models in weight-loss, fitness and behavioral change programs. Mentor combines these models with the research-backed driver improvement approaches eDriving has developed and proven through Fortune 150 clients worldwide over two decades.

In addition to personalized engagement for each driver, Mentor includes visibility for managers, parents or caregivers to help reinforce, motivate and reward progress.

The continuous improvement model is the most powerful tool available to establish an effective culture of safety and accountability by helping professional and novice drivers focus on the habits, actions and behaviors that may put themselves and others at risk on the road.





“We’ve essentially created a fitness program for drivers. Mentor shifts the smartphone from distracted driving culprit to cure.”

Celia Stokes, CEO of eDriving

History of Proven Data and Analytic Innovation

FICO continually looks for opportunities to leverage the wealth of data that is being captured today and turn that data into powerful and predictive analytic solutions to help businesses and consumers make better decisions for better outcomes. Many examples of FICO’s success exist today across the credit industry in risk, fraud and collections as well as in the property and casualty insurance industry where FICO has offered our credit-based FICO® Insurance Scores since 1993.

FICO employs a proprietary modeling software — the FICO® Model Builder Scorecard Module — to develop the score. Model Builder is a very powerful tool used to develop highly predictive, robust and palatable models, including the industry leading FICO® Score used in 90% of all US lending decisions. The FICO® Safe Driving Score does not use the credit data-based FICO® Score as a factor in determining a driver’s overall driving score or as a predictor in driving behavior.

FICO will continue to increase the predictive power of the FICO® Safe Driving Score through real-world validations

and the addition of environmental, demographic, geographic, and contextual data such as weather, time of day, road conditions and traffic.



FORMOREINFORMATION

www.fico.com
www.fico.com/blogs

NORTHAMERICA

+1 888 342 6336
info@fico.com

LATINAMERICA&CARIBBEAN

+55 11 5189 8267
LAC_info@fico.com

EUROPE, MIDDLE EAST & AFRICA

+44 (0) 207 940 8718
emeainfo@fico.com

ASIA PACIFIC

+65 6422 7700
infoasia@fico.com