

**SafetyIQ**

# CHARTING SAFETY

*Using data analytics to improve both staff  
well-being and resource spend*

*Presenter*

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*General Manager, SafetyIQ*



‘we’re data rich,  
but insight poor’



How do we best achieve that positive impact with the resources available ?

**impact**

**pivot**

**resource**

How can we deliver the biggest positive impact on staff safety and well-being ?

How can we measure success more quickly, allowing us to either increase or decrease program investment ?



# data

A collection of what has happened

# reporting

A visualization of what has happened

# analytics

Allows the Identification patterns to gain data driven insights for future decisions





How does this help?

# Data

Utilizing organized and diverse data sources, we can build a level of context to the metrics within

Month	Year	Type	Region	Location	Description
January	2024	Incident	Richmond, Virginia	15604 WC Commons Way, Midlothian, VA 23113	Vehicle Incident
January	2024	Incident	Nashville, Tennessee	311-107 Oldham St, Nashville, TN 37213	Vehicle Incident
February	2024	Incident	Richmond, Virginia	898-800 Ewell Rd, Bon Air, VA 23235	Vehicle Incident
September	2023	Incident	Greenville, South Carolina	1419 US-29, Greenville, SC 29609	Vehicle Incident
October	2023	Incident	Columbus, Georgia	4402 Veterans Pkwy, Columbus, GA 31904	Vehicle Incident
November	2023	Incident	Greenville, South Carolina	140-158 E Mountain Creek Rd, Greenville, SC 29609	Vehicle Incident
December	2023	Incident	Nashville, Tennessee	2160-2100 W Richmond Hill Dr, Nashville, TN 37207	Vehicle Incident
December	2023	Incident	Greenville, South Carolina	310-398 E Blue Ridge Dr, Greenville, SC 29609	Vehicle Incident
<b>Total</b>					

Month	Year	Type	Region	Location	Description
January	2024	Fatigue Risk	Richmond, Virginia	124-198 State Rte 618, La Crosse, VA 23950	Fatigue Risk
January	2024	Fatigue Risk	Richmond, Virginia	19235-19209 State Rte 658, Culpeper, VA 22701	Fatigue Risk
February	2024	Fatigue Risk	Richmond, Virginia	726 Franks Mill Rd, Staunton, VA 24401	Fatigue Risk
November	2023	Fatigue Risk	Richmond, Virginia	726 Franks Mill Rd, Staunton, VA 24401	Fatigue Risk
<b>Total</b>					

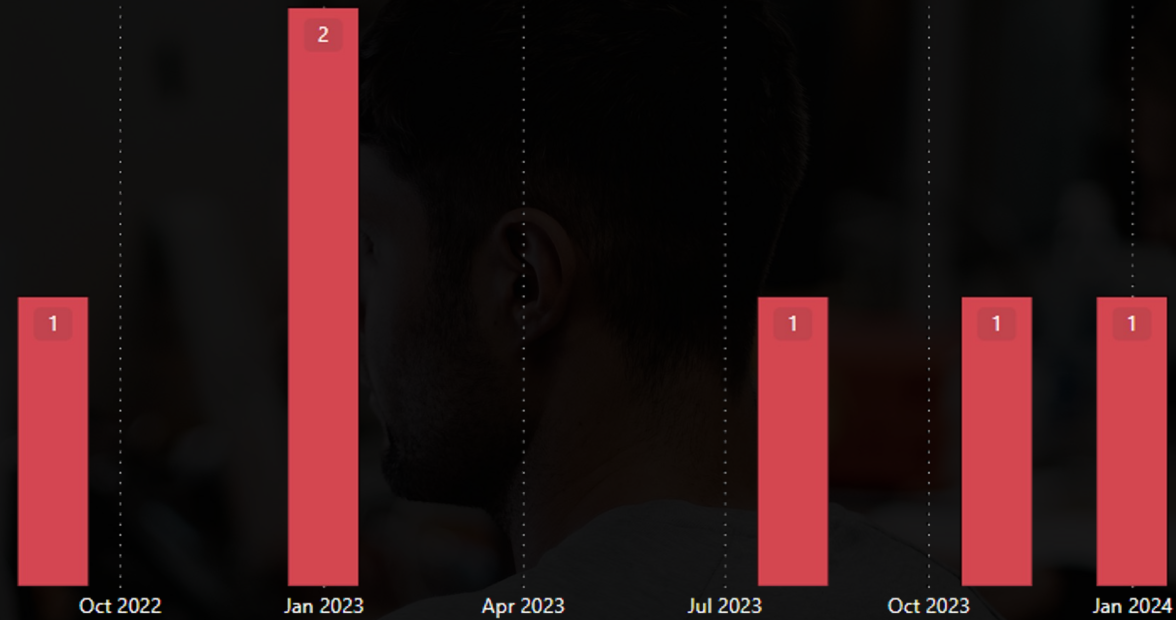
Month	Year	Type	Region	Location	Description
January	2024	Risk Assessment	Richmond, Virginia	10900-10978 Hasty Ln, Midlothian, VA 23112	High Risk Assessment
January	2024	Risk Assessment	Greenville, South Carolina	10900-10978 Hasty Ln, Midlothian, VA 23123	Low Risk Assessment
January	2024	Risk Assessment	Greenville, South Carolina	10900-10978 Hasty Ln, Midlothian, VA 23124	Low Risk Assessment
January	2024	Risk Assessment	Greenville, South Carolina	10900-10978 Hasty Ln, Midlothian, VA 23125	Low Risk Assessment
January	2024	Risk Assessment	Greenville, South Carolina	10900-10978 Hasty Ln, Midlothian, VA 23126	Low Risk Assessment
January	2024	Risk Assessment	Greenville, South Carolina	10900-10978 Hasty Ln, Midlothian, VA 23127	Mid Risk Assessment
January	2024	Risk Assessment	Nashville, Tennessee	3308 Knight Dr, Nashville, TN 37207	Low Risk Assessment
January	2024	Risk Assessment	Nashville, Tennessee	3309 Knight Dr, Nashville, TN 37207	Low Risk Assessment
January	2024	Risk Assessment	Nashville, Tennessee	3310 Knight Dr, Nashville, TN 37207	Low Risk Assessment
<b>Total</b>					



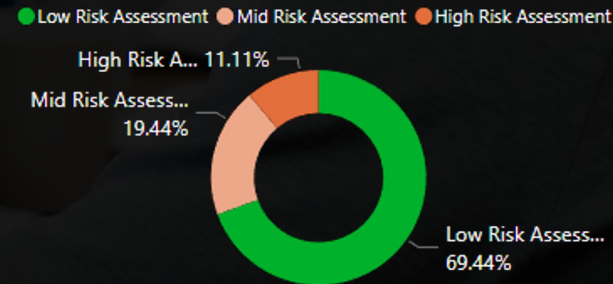
# Reporting

Leveraging the same multi-source data, but now presented with visualizations, assisting with our interpretation of what has happened

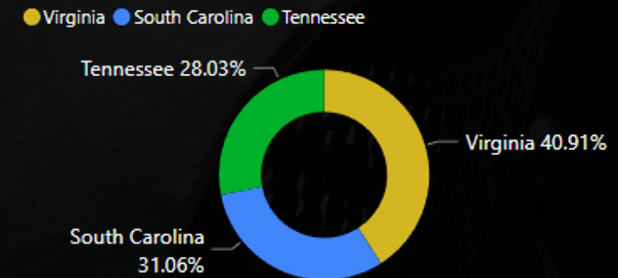
### Mobile Staff Safety - Vehicle Incidents



### Mobile Staff Safety Risk Assessments



### Mobile Staff Safety Events by Office

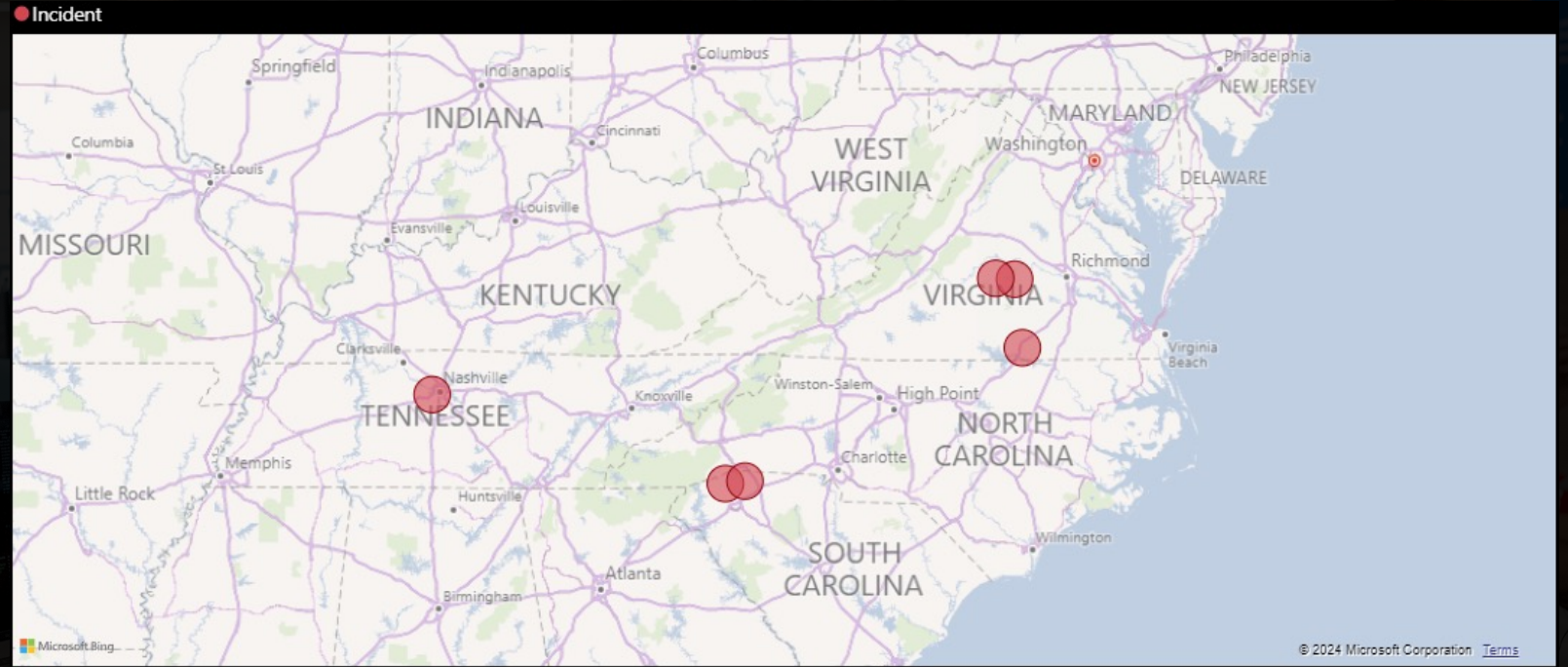




# Analytics

To uncover insights from our data, we can use a Business Intelligence tool to interact with it, building a picture of a problem layer by layer

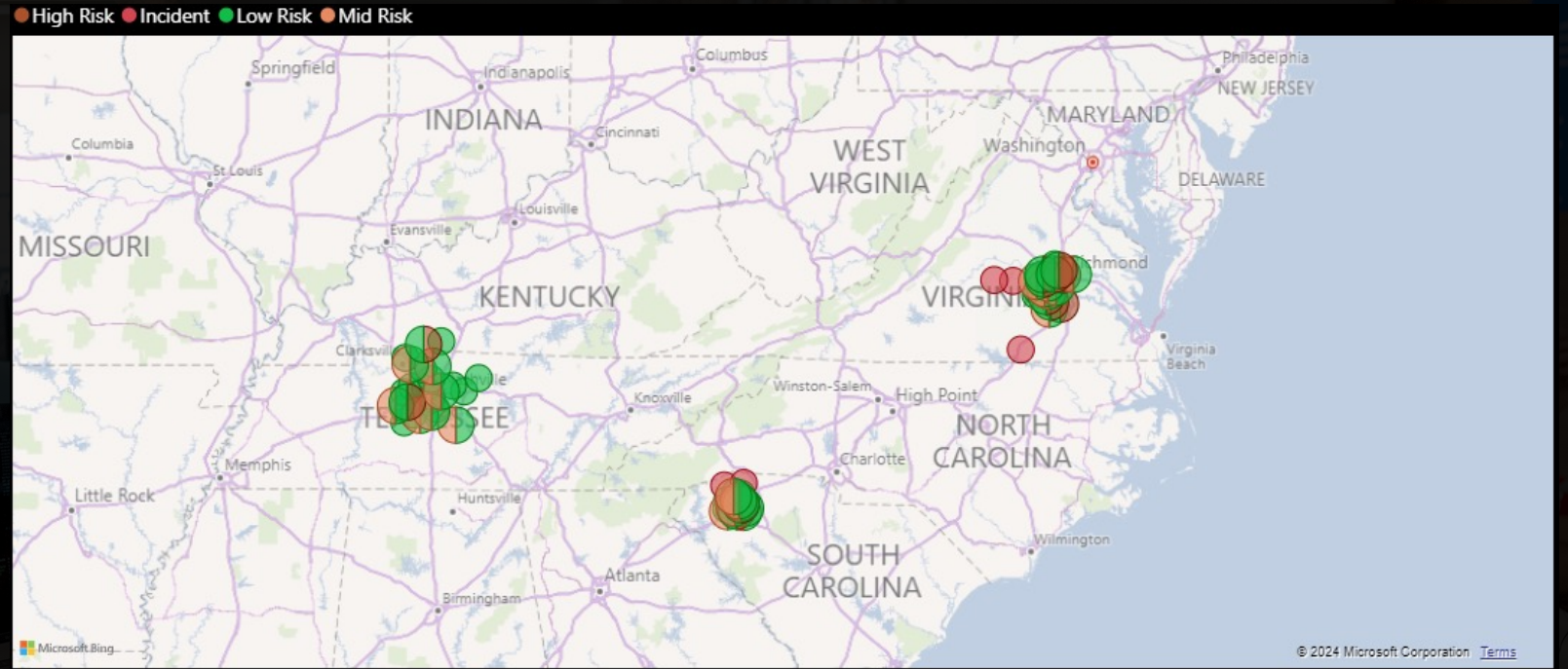
Using the same data, let's start with our vehicle incidents





# Analytics

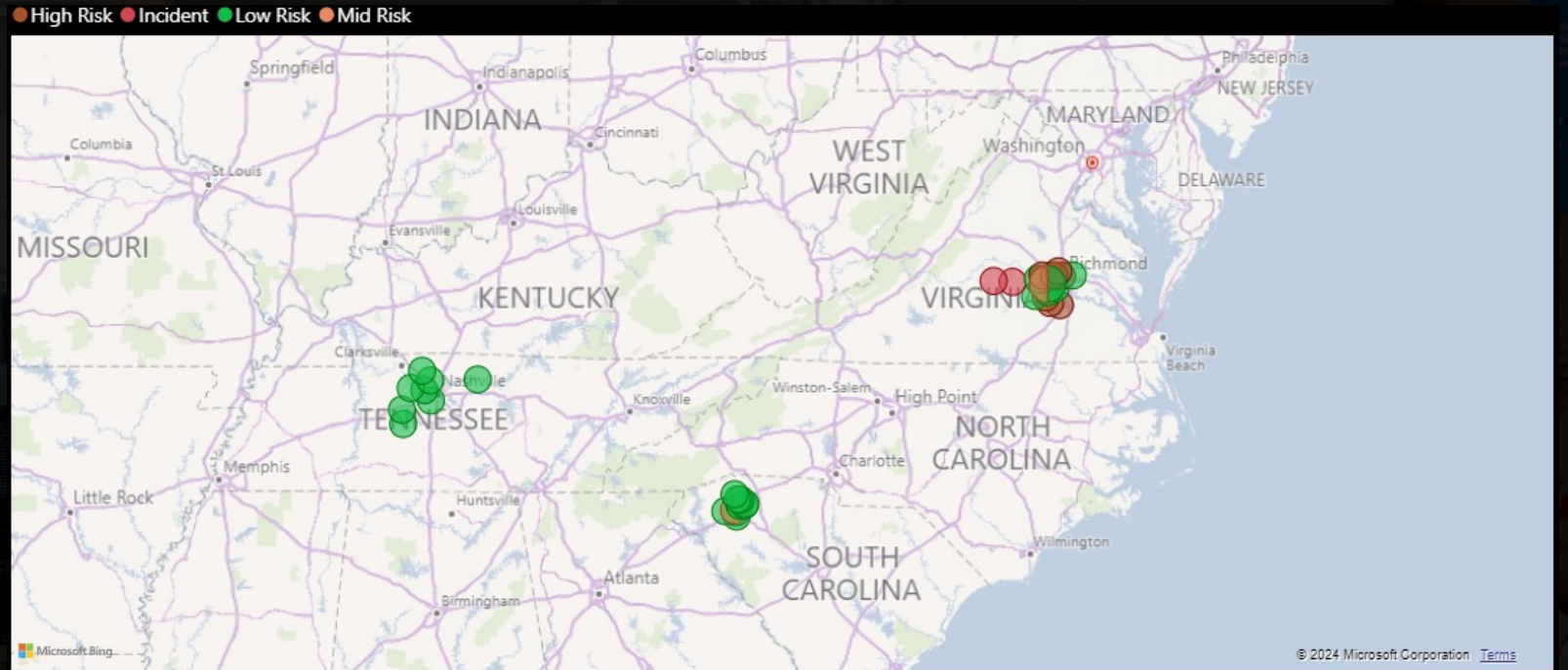
Next let's layer in the Risk Assessment data captured pre-journey





# Analytics

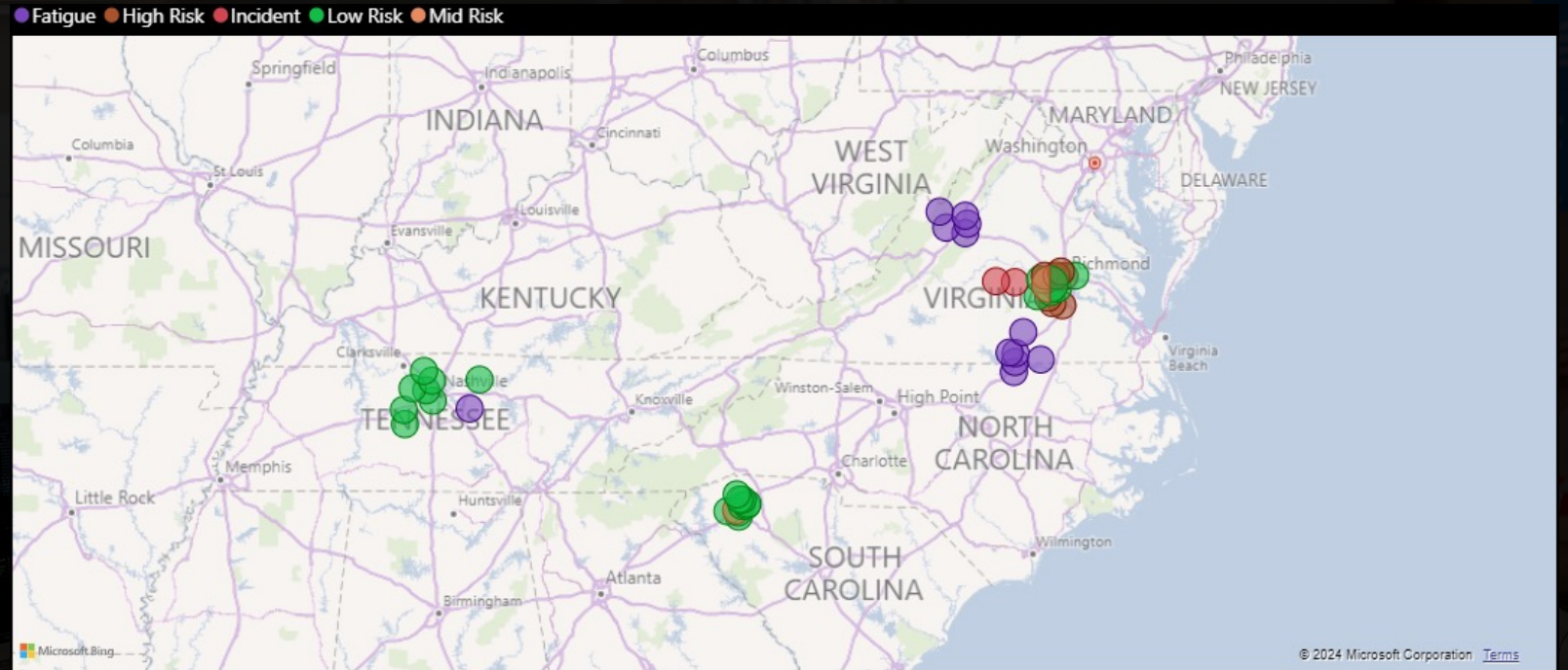
We know that we've conducted driver training last year, so let's filter the results to the last six months





# Analytics

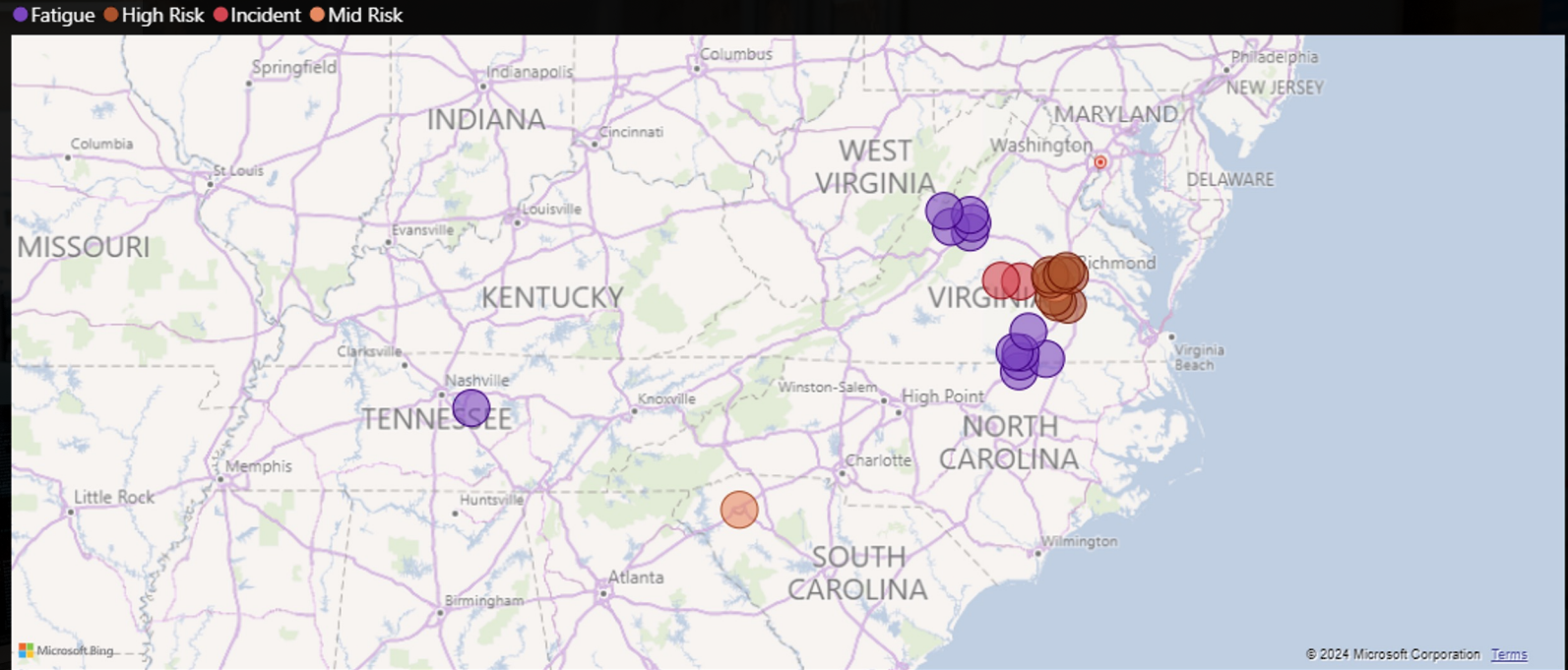
And add in the Fatigue events that have been captured over the same period





# Analytics

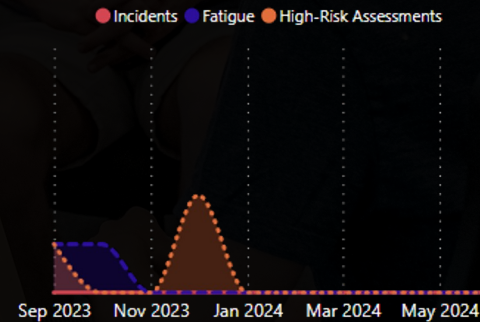
Finally, let's filter out the low-risk assessment data as we know that these typically don't impact driver safety, and look at some projections.



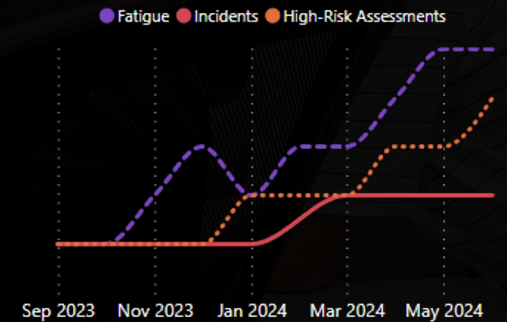
Projection for the Nashville office



Projection for the Greenville office



Projection for the Richmond office





While training and safety measures will be deployed across the business, we can quickly focus resources where they are needed most

**impact**

**pivot**

**resource**

We now know to focus on the Richmond office drivers to achieve a quick and positive impact

Using the same tools that collected the historical data, we can feed near-live data into the model and determine if the safety initiative is working



# strategy

Shift to a leading/predictive approach

Change in reporting to the business

# knowledge

Leverage internal IT or trusted partners

Incremental process change to support

# tools

Business Intelligence/Analytics

Enable easy data capture for all staff



# SafetyIQ

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We believe in the data driven insights approach, to the extent that we're currently building deeper integrations between our products to enhance their data-driven capabilities



We support staff working on-site through our EHS management platform



And specialize in supporting staff who are mobile and off-site with lone worker, journey management and fatigue/alertness tools

**SafetyIQ**

# THANK YOU

*Adam O'Neill  
General Manager, SafetyIQ*

