Your way of making roads safer

Our way of encouraging safer driving

The future is exciting.

Ready?

vodafone business
With over 40 years of experience, we are experts in vehicle safety and security solutions.

Why Vodafone?

With over 40 years of experience, we are experts in vehicle safety and security solutions.

Vodafone Driving Academy

Safe driving, safer roads

What’s the problem?

95% of all road accidents are down to human error.* This includes easily avoidable mistakes such as speeding, taking corners too quickly, sudden braking and driver distraction.

*Royal Society for the Prevention of Accidents, 2017

How can we solve it?

Vodafone Driving Academy App is the ultimate smartphone telematics solution for encouraging and rewarding responsible driving, while reducing the risk of accidents.

The app uses existing sensors in smartphones to monitor how fast a user drives or turns corners, how harshly they accelerate and brake, and it also detects when their smartphone is being used.

When driving behaviour improves, so does overall road safety.

How does it work?

What does it look like?

Take care of your employees

Benefits for insurers and policy holders

Safety for drivers

Why Vodafone?

We’ve built specific expertise in monitoring driving behaviour since 2010.

Over the years, we’ve perfected our algorithms so that our data collection and analysis is highly accurate.

Our established reward programmes in partnership with third parties encourage users to improve driving behaviour.

We’re a one-stop shop for driving behaviour solutions. Be it hardware or software, we’ve got a solution to suit your needs.

We have vast experience in protecting the data of our 480 million customers globally, giving us a unique perspective on how to address security and privacy challenges in this sector.

*Royal Society for the Prevention of Accidents, 2017
Take care of your employees

With Vodafone Driving Academy, you can enhance your health and safety initiatives, and social responsibility efforts, by reducing risk on the roads for your employees.

Reduce risks
By encouraging responsible driving, you’ll be reducing the chance of accidents.

Reward employees
Incentivise your employees to improve their driving skills, and earn points and badges.

Recommend training
With driving data to hand, you’ll be able to identify employees who would benefit from specific training.

Reduce costs
Harsh acceleration and braking can increase fuel consumption and emissions. By driving better, you can dramatically reduce your fuel, insurance and vehicle maintenance costs.

Usage analysis
Analyse how company vehicles are used - this will allow more informed decisions to be made, leading to time and cost-saving initiatives.

Driving is the most dangerous work activity that most people do, and it contributes to far more work-related accidental deaths and serious injuries than all other work activities.

(Royal Society for the Prevention of Accidents, 2018)

Approximately 40% of all road fatalities in Europe are work-related.

(European Transport Safety Council, 2017)

$60bn
Motor vehicle crashes cost employers annually in medical care, legal expenses, property damage, and lost productivity.

(Occupational Safety and Health Administration)

Vodafone Ireland is leading the way when it comes to employee safety on the roads. Click here to read about how they’re using a telematics solution to improve their Health and Safety initiatives.

“Vodafone Ireland has embraced fleet tracking and management through our automotive tracking solution. Using this innovative IoT platform, we have improved the safety of our employees on the road. Beyond this, the user-friendly tool has also brought cost reductions in fuel and insurance”.

Regina Moran, Enterprise Director Vodafone Ireland.
Benefits for insurers and policy holders

With Vodafone Driving Academy, it’s quick and easy to adopt a telematics policy, enabling you to grow your customer base and build stronger relationships with customers.

**It’s app-based**
Smartphones do all the hard work, so it’s quick and easy for your customers to get started.

**Personalised premiums**
By offering tailored premiums based on driving behaviour, you can reward improved driving with reduced insurance costs.

**Reward your customers**
Encourage your customers to improve their driving skills and, earn points and badges - all ways to build positive interactions and future relationships with your customer base.

**Accelerate your processes**
Claims management and queries are easier to manage thanks to having data at hand.

**Fewer claims**
By encouraging responsible driving and reducing the number of accidents, there’ll be fewer claims to process.

**Try before you buy**
Give customers the opportunity to use the app for a limited time and offer promotions and discounts.

In 2017 Württembergische Versicherung started offering personalised insurance policies with Vodafone’s Driving Academy App. Click [here](#) to read the full story.

“**Our app-based solution makes it quick and easy for insurers to enter the market of telematics tariffs. It is therefore the perfect addition to our existing telematics product portfolio**”

Roberto Polli, Head of IoT Sales, Southern Europe, Vodafone.

Insurers that we’ve worked with see massive benefits from adopting telematics.

- **45%** reduction in fraud
- **10%** reduction in claim frequency
- **30%** reduction in customer churn

(Insurance telematics: The five stages of value, Vodafone 2018)

2018 has seen a sharp acceleration in mobile UBI programs. There are 20 million active UBI policies in the world, generating $15 billion in premiums.

(The State of Usage Based Insurance Today, PTOLEMUS July 2018)
Vodafone Driving Academy is the ultimate app for helping you to avoid accidents and lower the cost of your insurance.

**Safety for drivers**

- **Safer driving, safer roads**
  By driving more responsibly you'll not only be keeping yourself safe, but everyone else around you too.

- **It's app-based**
  There are no additional devices to install – all you need is your smartphone, so it's quick and easy for you to get started.

- **Personalised premiums**
  If you're using the app in conjunction with your car insurance, your responsible driving will be rewarded with reduced premiums.

- **Reduce costs**
  Harsh acceleration and braking can increase fuel consumption and emissions. By driving better, you can dramatically reduce your fuel, insurance and vehicle maintenance costs.

- **Be rewarded**
  Improve your driving skills and earn points and badges from the Trophy Room.

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- **The number of motorists under the age of 30 who opt for the telematics app at Württembergische Versicherung increased last year by around 300%** (Association of British Insurers, 2018)

- **Those who are likely to see their premiums rise the most are young and older drivers, who pay more for their motor insurance**

- **95% of all road accidents are down to human error.** (Royal Society for the Prevention of Accidents, 2017)

- **Road collisions are one of the largest single causes of fatality for young people in Europe.** (European Transport Safety Council, 2016)

- **Drivers use their phones during 88 out of 100 trips.** (Zendrive, 2017)
How does it work?

The app uses existing sensors in smartphones to monitor each of the driving behaviour shown here.

It then analyses the data and scores driving behaviour, generating a risk profile and useful advice on how to improve behaviour on the road.

When driving behaviour improves, so does overall road safety.

We track harsh cornering

We track the vehicle speed

We track when the phone is being used whilst driving

We track harsh braking

We track harsh acceleration
What does it look like?

Roll over different sections of the app shown on the device for more information.

Hello, where are we going today?

LAST TRIP: 8.0Km
BADGE: 10
TIPS: 7

Weekly extra points: 0
Your total points: 900
Interested?

Download the App

Or contact us [here](#) and we’ll get back to you.

We’ve got a team of experts ready to answer your questions.

We can assist you with:

- Your telematics-based insurance strategy and implementation
- Your Health and Safety strategy and implementation
- A full demonstration of the Vodafone Driving Academy app, including the reporting tools
- Technical support

For a free DEMO, download the ‘Vodafone Driving Academy DEMO’ app [here](#) available on Android devices only.

The official app is available for iOS and Android