

# The Floop Ltd

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## Overview

The Floop is a leading telematics provider delivering solutions which comprise our excellence in data science, technological expertise and our innovative use of social science to provide unique insights to the benefits of our clients and their customers over five continents.

Our intelligent telematics solutions create rich mobility data from the starting point of journey data collection. This data allows insurers to price policies fairly and accurately and helps drivers improve their safety. The Floop Limited also enables auto manufacturers to design safer vehicles and infrastructure firms to improve roads based on evidence that correspond to drivers' and policy makers' evolving needs.

Over the last six years, we have collected a wealth of journey data from on-board devices or through our smartphone as a sensor approach, which was recognised by industry body Ptolemus in 2016. When analysed, this data allows us to provide unique insights to our clients and creates immediate, accurate safety scores for drivers based on our scoring algorithm.

We rate drivers across six key areas to provide them with insights to help understanding and engagement with their driving behaviour. Insurers can build on our scoring platform to optimise insights by using their unique claims data and driver demographics to deliver more meaningful insights into the behaviour of their customers.

The Floop is also involved in a range of initiatives which aim to innovate the sphere of mobility from projects around autonomous vehicles and contributing to studies on how to reduce air pollution.

One project which we are proud to be involved in is MOVE\_UK which is part-funded by the UK Government and brings together six organisations, including Bosch and Jaguar Land Rover, to reduce the timescale and cost of autonomous vehicles through live trials of vehicle safety functions and assistive controls in a real-world environment.

Here is some further information about The Floop's capabilities and achievements:

## FlowCoach

Telematics allows insurance companies to understand their customers individually and price policies accurately by combining customer data such as postcode and age, their claims data and behaviour data together to create a rounded picture of a driver's risk profile.

To deliver quality insights from this data, we incorporated social sciences into our capability so we could focus on driver behaviour as well as providing advice, education and incentives to improve performance in the long term.

This was the idea behind FlowCoach and our team of social scientists led by Dr Lisa Dorn, Associate Professor of Driver Behaviour at Cranfield University, created a 12-week telephone coaching programme which works to help drivers improve their behaviour in the long term.

Launched in October 2015, FlowCoach is currently being used by Direct Line Group in the UK and AIG in Ireland. A new programme is shortly to be launched by one of the major US insurers.

The FlowCoach approach has helped us focus on working to improve road safety, especially where younger drivers are concerned, as road accidents continue to be the biggest cause of deaths for those aged 17-19.

To help tackle this problem, we worked with Direct Line Group to develop and build the Shotgun app which is aimed at 17-21 year olds and it tracks the first 1000 miles of a driver. This smartphone-powered proposition which won 2017's DADI Award for Best Financial Services app collects journey data which is then scored providing drivers with a clear representation of their safety behind the wheel.

Our apps focus on providing drivers with feedback and incentives to help them engage with their driving and work to actively improve their scores. For those drivers in the lowest-scoring decile, they are put forward for our FlowCoach programme which uses conditioning techniques through 1-2-1 coaching to make positive long-term changes to their driver behaviour.

Our latest research 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.

The World Health Organisation reports that 1.24 million people die on the roads every year and these numbers are predicted to triple by 2020. Around 90% of accidents are contributed to by

human factors with braking too late and travelling too fast for the road conditions responsible for 23% of all fatal accidents.

Our scoring looks at speed and smoothness of driving to help tackle the dangers of braking too late and driving too fast. We also look at distraction as the use of mobile devices behind the wheel is a big factor in reducing a driver's attention to the road and surrounding environment and their effectiveness at dealing with physical hazards and hazard perception.

These figures show just how important it is to educate and work with drivers to help improve their behaviour when they are behind the wheel to help reduce the number of crashes on the roads. That is exactly what we are trying to achieve here at The FLOW with our FLOWCoach programme.

Our clients will also soon have the option to incorporate our FLOWCoach programme into our quick-to-deploy telematics platform, FLOWDrive. This platform aims to democratise the telematics market by reducing the time and cost it takes to develop a new telematics proposition.

FLOWDrive is fully customisable and allows for extras such as our incentives platform and FLOWCoach to be included on the basic package so that the benefits of road safety education can reach as many people as possible.

## Feedback and Scoring

Our scoring algorithm comprises of six key components including speed, smoothness of driving and fatigue to show an accurate portrayal of a driver's behaviour on the road. The data that we collect on a driver's journey through their smartphone is analysed by our data science experts and scored accordingly.

Our insurance clients and drivers can then see their individual scores alongside specific driver data and feedback based on their overall score in each area. The feedback we provide can be encouraging if they are scoring well in an area or include handy pointers if a driver is scoring badly or not doing quite as well as they could.

Our easy to use app interfaces make it extremely simple for drivers to engage with their scores and act to improve their behaviour behind the wheel. High scoring drivers usually react well to this method and they are the ones likely to benefit from our incentives platform which rewards drivers with money off vouchers etc. for prolonged good driving scores.

However, for those drivers in the lowest scoring deciles with persistently low scores across most or all areas, a tougher approach usually needs to be taken to really help these drivers engage with their behaviour and make significant and positive changes to help themselves and other road users to make the road a safer place.

For these drivers, they will be referred to our FlowCoach program where they will receive 12-week's of telephone coaching from our dedicated driver coaches.

## Pollution

As a leading telematics provider, we have been actively involved in a range of studies with the likes of the European Space Agency, leading academics and government departments to work towards a solution which should reduce the level and impacts of air pollution across the UK.

The data we collect from drivers is anonymised and analysed allowing us to see fine grained details such as pollution hotspots, specific driving behaviours which are indicative of producing high levels of pollution e.g. harsh braking and excessive speeding and provide an understanding of traffic speeds and road terrains which shows where congestion forms.

Currently, government place pollution sensors in towns and cities but these are more limited in their scope and coverage which lacks the granularity required to understand the true picture of pollution. This is where our expertise can add benefit as our data collection method can provide the relevant authorities with the full picture with data from the very centre of a city to the outskirts.

By providing detailed data, it makes it easier for governments to mitigate risks at a local level as they can see where pollution levels are high or dangerous. This allows pollution lowering schemes to be placed in the correct areas creating a more targeted approach which is more likely to reduce pollution's effects on the environment and public health.

At The Flow, we want to be involved in the future of mobility and our mission is to make mobility safer and smarter for everyone therefore we seek to use our skills in data science and our insights into driver behaviour to help solve the problem of pollution.

Our work with local authorities and governments explores how data collected via telematics can be used to help understand emissions and alleviate the causes of pollution. These unique insights can help to make vehicles safer from a road safety perspective but also with regards to the pollution it is emitting into the atmosphere.

Although, we have no complete solution to the issue of pollution, where we can see fine grained behaviours it provides us with a unique and powerful solution to help tackle the problem because a less polluting world is also a safer world and that is something we want to promote and work towards.

## Awards for our work in Road Safety

In 2015, we were honoured to receive the Prince Michael International Road Safety Award for our work to make mobility safer and smarter for everyone.

## Our work in Europe

Our work is truly global and we work with clients across Europe as well as in North America, Brazil and South Africa. A great example of our work in Europe is with our client Fidelidade who are based in Portugal and who are extremely committed to providing their customers with a telematics solution to benefit client and customer alike.

Fidelidade appointed us to work on its first telematics pilot towards the end of 2017 with the aim to replicate the benefits that our unique approach has brought to other insurers around the world, including improvements in loss ratios, customer retention and new customer acquisition.

Our pilot with Fidelidade involves 3000 new and existing customers trialling a telematics based policy and it is the first smartphone app which monitors and rewards good behaviour in Portugal. This partnership will allow us to not only help to accurately predict the risk profile of drivers but to also promote safer driving to Fidelidade's customers and to drivers in Portugal.

We have built our capabilities into an app that Fidelidade had already created for their customers allowing us to continue on our device agnostic approach and harness the power of smartphones and their sensors.

By doing this, we can offer new insights which will help to identify those drivers with the riskiest profiles allowing for a more bespoke approach to pricing with good driving behaviour being rewarded.

By keeping up a continual dialogue with their customers, Fidelidade are encouraging engagement and hoping to change the mindset surrounding insurance so it will become a positive factor in day to day life. These relationships, alongside the knowledge that safe driving could lead to lower premiums, can see an increase in customer loyalty as well as generating

interest from new customers who may be looking for a fairer and more transparent relationship with their insurance provider.

We have also recently expanded our FLOWCoach programme by introducing it into our telematics proposition with AIG in Ireland. Our driver coaching programme has been incorporated into AIG's Excellent Driver telematics platform which is aimed at drivers of all ages.

Expanding this programme to the Irish market allows us to collect rich driver data from outside the UK which we can use to help us tailor our coaching more specifically based on the country that we are serving as we will start to gain a greater picture of the differing driver behaviours in each specific country or region.

This incorporation into AIG's telematics proposition allows us to not only collect data from a new market but also collect insights into the behaviours of drivers young and old as well as work with a wealth of drivers who are regularly achieving the lowest scores in order to improve their behaviour behind the wheel.

Although, telematics is usually aimed at young drivers, as they are statistically more likely to have an accident, it can be at the detriment of educating older and more experienced drivers who may also have a bad risk profile. Our work with AIG allows us to work on that and bring our education and coaching methods to as many drivers as possible making the roads a safer and smarter place for all.