



Driver Behaviour Analyst

based Leatherhead, Surrey

Do you want to help save lives by changing the behaviour of young drivers using innovative technology?

ingenie, the young driver car insurance brand, has an exciting opportunity for the right individual to work in its Driver Behaviour Unit (DBU).

The DBU is responsible for identifying drivers in our community whose driving behaviour is causing concern and intervening (typically by phone) early and quickly.

Success for the DBU is when these customers are able to understand the implications of their driving behaviour and are clear on what they need to do differently to change. For ingenie the bigger picture of success is these drivers physically demonstrating improved and safer driving and therefore crashing less.

About ingenie

ingenie is a young driver insurance brand that rewards young drivers with discounts off their car insurance for good driving. By using black box (telematics) technology we're creating better, safer drivers and with good reason - 1 in 5 young drivers in the UK crash in their first 6 months on the road, which is why insurance is so expensive for them.

Our combined aim is to help them stay safe on the road (which helps Mum and Dad sleep at night) but also to make insurance more affordable.

Our intervention techniques mean we can step-in earlier when we start to see concerning driving patterns, meaning we can prevent serious crashes.

The main responsibilities of the role

- Identify drivers in the community who need DBU intervention
- Investigate their driving behaviour to ensure full understanding of individual events and wider patterns/trends in their driving behaviour
- Determine what communication is needed based on customer experience/life stage and behaviour demonstrated (coaching, education, penalties)
- Give over-the-phone feedback and coaching to young adults and possibly their parents
- Employ a flexible approach to phone-based coaching creating individual contact strategies based on driver reactions to maximise impact and outcome
- Document all customer interaction including approach, actions and reactions
- Measure success through improved driving performance and reduced loss ratio
- Monitor individual customer behaviour as appropriate and track outcomes
- Share outcomes with the business through appropriate MI
- Work with the business to continuously develop/evolve the DBU's customer contact strategy
- Stay up to date with relevant research on driver behaviour and incorporate as relevant into the role and customer interaction



The successful candidate will

- Ideally have a psychology degree or have a background in psychology/studied behaviour and outcomes
- Have strong influencing and coaching skills
- Have experience of working with young people and adults
- Be a strong and versatile communicator - able to communicate effectively with parents and young adults
- Be able to flex their communication style to maximise their impact
- Demonstrate the ability to listen and reflect
- Be able to show evidence of understanding and use techniques to overcome objections/change behaviour
- Be interested in what motivates people and drives their behaviour
- Be a self-starter able to work in a fast paced, entrepreneurial organisation
- Be comfortable working at a detailed level
- Possess analytical skills
- Hold a driving licence

Working at ingenie

It won't take long on your arrival to our offices before you see what a scenic environment we're lucky enough to work in. With the River Mole running alongside you'll find all sorts of wildlife joining you on your lunchtime stroll.

Although we're worlds apart from the city hustle and bustle, Leatherhead's town centre has a good choice of cafés, restaurants and shops to grab a bite to eat.

We have a leisure centre nearby for those who prefer to spend their lunch break on a treadmill and plenty of parking on site which takes the stress out of finding a space each day.

Our bright, airy offices and stunning grounds make for a lovely place to work.

Our team environment

We're a friendly, young team who work closely with all departments, including operations and marketing.

We have a great family mentality and regularly socialise. With a nice selection of pubs just a 10-minute walk away you'll often find us enjoying an after-work drink in the sunshine.

We have a social committee of Fungenies who - you guessed it - always make sure we have fun team activities lined up, like group sports days, BBQs and games that strike up a bit of healthy competition.

Food is key to our happy working atmosphere and any big success in the company is usually celebrated with pizza - of course.

Benefits

- 25 days holiday + bank holidays
- Health insurance
- Discounted gym membership
- Pension scheme
- Fresh fruit, snacks and juice delivered each week