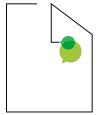


# Case Study



*"The RoSPA bespoke driver training is of great benefit to Yell people, ensuring they are equipped with the knowledge and practical skills to drive safely and efficiently in their day-to-day roles."*

Phil Barr

## Company profile

**Company:** Yell

**Contact:** Phil Barr

**Title:** Head of Human Resources

The ever popular driver development training course is RoSPA's flagship course which equips drivers with essential defensive driving techniques.

## Continual development

Yell is the subsidiary in the United Kingdom of global media organization, hibu. Operating in the online marketing space, Yell has created websites and managed PPC campaigns for customers across the United Kingdom.

## Health and safety at Yell

Yell has taken steps to keep its people safe when they are driving for work by linking up with the Royal Society for the Prevention of Accidents to manage occupational road risk.

Yell has undergone a RoSPA Management Occupational Road Risk (MORR) Review, and have now launched a three-year programme of driver assessment, training and education for 1,700 of its people in the UK who drive on company business.



## Driver Training

For the first stage of the programme, those who drive as part of their job take a RoSPA Driver Profiler assessment.

Driver Profiler, an online psychometric risk assessment, establishes which training interventions are most appropriate for individual drivers, helping Yell move away from a blanket approach to driver training.

Depending on the result of the assessment, drivers then take part in either RoSPA's interactive Online Driver Training session or have 1:1 in-vehicle Driver Development Training.

Yell, also known as Yell UK, is the subsidiary in the United Kingdom of global media organization, hibu. Operating in the online marketing space, as of February 2020, Yell has created over 54,000 websites and managed 20,000 PPC campaigns for customer.

