

Safety Alert

Issue No. 1
Date: Jan 2021

What Happened

A call centre agent was returning a customer call. The customer was in a moving vehicle when they took the call and before their conversation was finished the customer had been involved in a road traffic collision.

Whilst the extent to which the call contributed to the collision, if at all, is not certain it is certainly known that attempting to hold a telephone conversation is incompatible with concentrating on the road at the same time; this is believed to be a result of temporary cognitive impairment when attempting to visualise the items under discussion and it appears to be more pronounced over the phone than when sat alongside a passenger.

As a worst case scenario, it would be traumatic for a SEW employee to hear the sounds of a major traffic accident over the phone or for the police to find a telephone had been on a call to SEW at the scene of a major collision.



What Lessons Can Be Learnt?

Our policy when calling our own company drivers is to ask them whether they are driving when they answer the phone and if they are to ask them to call back when they can do so safely. We should extend the same courtesy to our customers.

What Do You Need To Do?

If when you call someone you believe that they are driving a vehicle, ask them:

“Are you driving at the moment?”

If they are driving, even if hands free, simply respond,

“I do apologise, I will call you back at a more convenient time, when would be best for you?”

Safe Every Way

