Driven by technology

Using technology to promote safer driving

We believe in using the technology at our fingertips to make life better for our customers – and for society at large. That’s part of the reason we created Drivamatics, Hong Kong’s first ever ‘smart driving’ app.

Built using data-led technology, Drivamatics records our customers’ driving habits in real time. It then gives them a driving score based on 40 markers – including how fast they’re driving, how they approach corners, and how they hold their attention on the road. When a customer records a journey, they can later view their driving score and read a full review of their performance. And by giving customers the ability to share their scores on social media, we’ve also seen ratings appear among Facebook communities.

It’s thanks to Drivamatics that we’ve seen:

12% less speeding among our customers
27% less brake slamming
33% less use of a phone while driving

Since we launched Drivamatics in 2016, the app has earned a series of headlines and awards. In 2017, it was awarded ‘Best FinTech Grand Award’ at Hong Kong’s ICT Awards. And in 2018, the app earned ‘Excellence’ status twice at the Bloomberg Businessweek Financial Institution Awards.