

PsyFyi Limited

an advanced data collection tool that enhances onboard safety by identifying both behavioural and environmental risks through daily questions to seafarers

the challenge

The maritime industry is accustomed to collecting data on machinery to promote safer operations, yet very little is collected regarding the human element. This reinforces the perception that seafarers are considered a cost rather than an asset.

Collecting data on seafarers' daily lives—how efficiently and effectively they live and work together—is a key component in identifying gaps and risks, and in determining what can be done to address these.

For example, we are actively working with an owner facing retention issues. After offering higher salaries, the company was disappointed to discover that crew members were still leaving after their second rotation.

We deployed SeaQ for a period of one year, and during this time, we asked 30 questions in rotation each month to collect trend data. This allowed for a statistical analysis of the responses, focusing on the importance of each issue, crew satisfaction with it, and follow-up questions to gather additional input for both positive and negative responses.

the innovation

SeaQ by PsyFyi is an advanced data collection tool that enhances onboard safety by identifying both behavioural and environmental risks through daily questions to seafarers.

SeaQ offers customized questions via social media platforms that seafarers use every day, while the interactive dashboard and regular reporting are tailored to support each company in driving actionable change to improve safety.

There is no onboard implementation, no downloads, or additional costs for the seafarer, and all collected data is anonymous, in compliance with GDPR. The quick and easy interaction (roughly 9 seconds per day) is the reason we have a 92.6% usage and reply rate across our users

how it was implemented

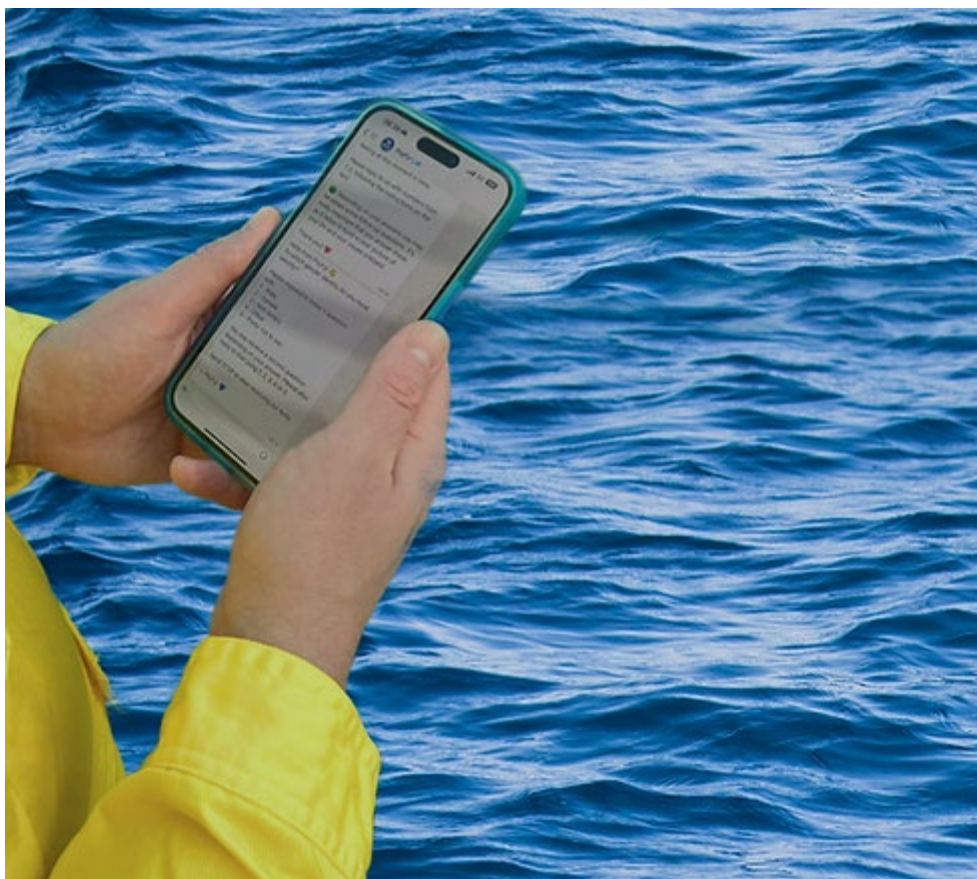
We work directly with the owner to create bespoke questions focused on the seafarers' experience onboard. We specifically examined their safety culture and whether the company's high safety values were being observed onboard.

We then produced a unique QR code, which was printed on posters and displayed around the vessel. The seafarers used their personal mobile phones to interact with SeaQ daily, answering 1–3 questions.



result

The live dashboard allowed the PIC to review results in real time, and the quarterly face-to-face reports enabled PsyFyi and the owner to discuss best practice management developments and implement changes onboard.



conclusion

We are now in discussions to run SeaQ across this owner's entire fleet of 800 vessels, focusing on seafarers' communication with each other, with shore and office personnel, their motivation, and their ability to report concerns appropriately.

As SeaQ monitors trends, we will also be evaluating any changes made by the company to measure their effectiveness and to determine whether they have had a positive, negative, or neutral effect.

LINK: <https://www.psy-fyi.com/>

