

# EYES WIDE OPEN

## DO YOU KNOW WHAT YOU'RE MISSING ON THE ROAD?

### 4 GREAT REASONS TO ADD A VIDEO- BASED SAFETY PROGRAM

If you manage a construction or ready-mix fleet today, you're well aware that:

- Vehicles work in very confined spaces that are difficult to maneuver — typically backing into locations to unload. As a result, these fleets sustain a significant number of backing incidents.
- Because of their significant size, vehicles may not incur significant damage, but rather, cause it—resulting in costly third-party claims.
- The tilted rotating drum mixer and concrete cause ready-mix vehicles to be highly susceptible to rollovers—resulting in costly property losses and possible personal injury to drivers, other motorists and pedestrians.

If you own or manage a fleet, collisions happen. But, why?

You immediately try to understand what happened. What is the damage? What will this cost you in repairs? What about the car that was involved? Who was at fault?

You're bombarded with questions. But, without eyes in – or around – the truck, critical safety events often become a tangled web of data with few immediate or clear answers. Sound familiar?

Safety management continues to be top-of-mind for any fleet. You need more effective solutions that deliver the driving insights required to proactively reduce risk and lower collisions. To achieve this goal, leading construction and ready-mix fleets are adding on-board video-based performance improvement platforms to their safety programs. Programs that go beyond cameras to include managed services and analytical insights that provide the missing link into actual driver performance. Following are four reasons why you should consider investing in such a program this year.



## VIDEO IS LIKE A VIRTUAL SEAT IN THE CAB

# 1

## YOU CAN'T MANAGE WHAT YOU CAN'T SEE

Keeping drivers, cargo and vehicles safe is the top priority for any fleet. And, a variety of investments are likely to have been made to achieve that goal – from in-classroom training to vehicle-based technology like lane-departure warning systems, anti-lock brakes and collision avoidance systems. However, it's still likely that your managers lack the information they need to proactively identify risk and to get a clear picture of how your driver performed when critical safety situations occur on the road.

To improve individual performance, as well as that of the entire fleet, you must first understand the current safety operating environment. What are your biggest issues – seat belt compliance, texting while driving, rolling stops? Which sites are safer than others? Which drivers need help and what skills should you focus on?

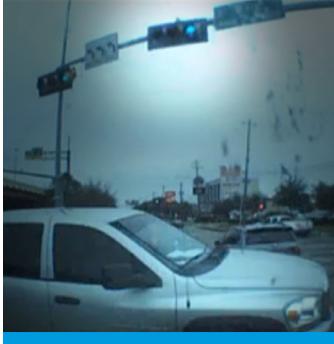
A video-based safety program brings clarity by identifying a broad spectrum of potential risks, as well as areas of strength. However, simply adding video cameras does not make your fleet safer. Embracing a program that includes expert review of the video that's captured using a documented methodology for assessing risk and prioritizing drivers for coaching – fairly and consistently – along with actionable insights through easy-to-use reporting that focuses on what matters most will help you know where your risk is, so you can manage to it and drive improvements across your fleet.

*"Our company operates at a fast pace. SmartDrive proved its ability to keep up—delivering insights within minutes, versus the days we waited with other solutions."*

- TJ Oneglia, Vice President, O&G Industries



*Is texting while driving an issue in your fleet? Video safety can help identify risk.*



## VIDEO EXONERATES NOT-AT FAULT DRIVERS

# 2

## PROTECTING AND BUILDING RELATIONSHIPS WITH DRIVERS

One of your most-experienced drivers was just in a collision and, according to eyewitnesses, he ran a red light. Are they right? If they are, you could lose one of your best drivers. When it comes to determining fault in a collision, truck drivers too often get the blame. In fact, 80 percent of fatalities involving a truck and a car were caused by the driver of the car, not the truck\*.

A video-based safety program helps you protect your drivers in situations, like these, providing the information you need about what really happened when you need it most. Not only does this information exonerate your drivers and protect your fleet, it provides your fleet manager with the opportunity to engage in a positive and open dialogue with the driver. Furthering this positive and open dialogue is the opportunity to use a split camera in those cases where driver privacy is of concern.

With driver demand at an all-time high, fleets are looking for new ways to motivate and retain drivers. Video-based safety programs facilitate a teaming relationship between fleet managers and drivers by providing reviewable, coachable events that focus the discussion on improvement instead of debate and argument.

\* University of Michigan Transportation Research Institute, 2013

*"The positive effect that SmartDrive and the addition of video safety has had on our company culture has come as an added bonus. Initially, we assumed the benefits would be limited to video and the associated data. However, the level of engagement as a result of the open communication and focused coaching sessions has generated a positive shift that we value and will continue to cultivate."*

- Mike Ferry, Corporate Safety Director, O&G Industries



Video safety protects your drivers and operators when not at fault.



## VIDEO COMBINED WITH VEHICLE DATA...THE COMPLETE PICTURE

# 3

## HAULING TOO MUCH DATA: BRINGING CLARITY TO INFORMATION OVERLOAD

Over the past twenty years, vehicles have become increasingly sophisticated, outfitted with a variety of safety technologies that provide data about “critical” events – hard braking, lane departures, sudden acceleration or deceleration, and more. Instead of providing better information about what happened, this data deluge has only confused the situation, leaving considerable room for doubt.

Video-based safety programs deliver insight – not just data. Those with an open platform approach are able to incorporate a variety of inputs from other safety technologies on the vehicle, allowing that system to trigger a video event based on hard braking distance, lane departure, and more. This creates leverage across your fleet safety investments by providing a single consolidated view of the driving environment, the driving maneuvers and the vehicle.

If you’ve chosen an integrated program, these critical events are prioritized based on risky or unsafe driving. And, because most systems are able to offload and alert managers in real time, fleets have immediate access to the information that matters most, saving time and bringing the clarity that is required to make fast and effective decisions.

Actionable operational metrics, management KPIs, reports and dashboards for managers; interactive visualizations for advanced analysis; and the ability to export data and integrate into an existing intelligence stack are the keys to changing behavior and driving success.

*“The SmartDrive® program made an immediate impact on our fleet safety—identifying risky driving while also highlighting the many positive examples of our professional drivers avoiding dangerous, distracted or aggressive motorists. The ability to integrate to our back-up cameras extended our technology investment, making the decision to completely roll-out a no-brainer.”*

- TJ Oneglia, Vice President, O&G Industries



## VIDEO-BASED PROGRAMS DO THE WORK FOR YOU

# 4

## RESOURCE MAGNIFIER: DELIVERING A COMPETITIVE EDGE

Keeping your fleet competitive requires continued focus on your resources, managing both overhead and technology investments. As fleets continue to expand, they must balance how to partner with drivers, dispatchers and managers in order to grow together in a way that achieves safety goals without increasing cost. Video can be an important resource that helps facilitate a productive conversation between coach and driver by clearly showing what happened.

It takes more than video to deliver the insights fleets need to have a lasting impact on safety. Imagine your fleet has 1,000 vehicles and you've installed video cameras on each truck to capture events. This quickly amounts to a mountain of video to be reviewed by your team.

Integrated programs have a team of experts scoring and prioritizing these events for you according to a consistent set of standards that focus on the risk areas that have the biggest impact on your fleet. Doing the work for you, these programs act as a resource magnifier for your team – saving time while delivering results, and building a real and sustainable competitive advantage.

Coaching is key to the success of any video-based safety program. An intuitive coaching workflow – combined with easy-to-use tools – helps ensure continual improvement and bottom-line results. With enhanced coaching, you actually save time while maximizing the impact of your driver coaching sessions. Together, these efforts ensure driver understanding and strengthen the relationship between drivers and managers, while speeding up the roll-out and adoption of the program, and ensuring on-going results.

*"We've found the biggest benefit is the driver education that comes with it – getting the right business insights we need to guide our proactive and constructive coaching."*

- Dave Pancoast, Safety Director, Danella

## FUELED ON SAFETY

Running a construction or ready-mix fleet is no easy ride. Now, more than ever, fleets are focused on programs that measurably improve safety performance, while cost effectively managing their exposure to risk. With a video-based safety program, fleets are better able to protect drivers, lower risk and improve their bottom line – delivering an important and sustainable competitive advantage.

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## ABOUT OMNITRACS

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitracs' more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.