

5 Great Reasons

To add a video-based safety program to your fleet

EYES WIDE OPEN

Do you
know what
you're
missing on
the road?

If you manage a fleet today, it's likely that you've received a call something like:

- One of your most seasoned drivers was in a collision while driving a tank filled with hazardous materials.
- Your truck filled with live poultry just turned over on the highway.
- Your newest driver was involved in a collision with a bus during his early morning delivery.

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

You immediately check the data from your on-board computer to try and understand what happened. What is the damage? What will this cost you in repairs? What will this do to your CSA scores? 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 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 five 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?

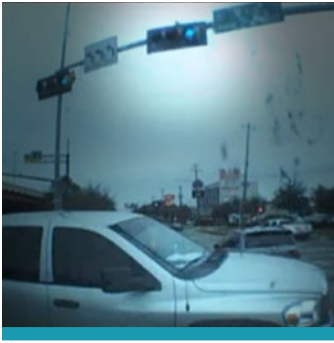
A video-based safety program brings clarity by identifying a broad spectrum of potential risks, as well as areas of strength. However, simply adding video cameras does not make your fleet safer. Embracing a program that includes fair and consistent expert review of video for assessing risk and prioritizing coaching along with actionable insights that focus on what matters most will help you know where your risk is, so you can drive improvements across your fleet.

“As an improvement tool, video is second to none.”

-John Billingsley, Director of Safety & Training, G&P Trucking

Many incidents occur during busy city driving. Make sure your driver does everything right.





Video exonerates not-at fault drivers

2 Protecting and building relationships with drivers

One of your 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.

“I am now confident that, should an incident occur while I’m on the road, and it’s not my fault, I will have the proof I need to be exonerated. That’s peace of mind.”

-Larry Robinson, driver of truck # 7402, Cypress Truck Lines



Video safety protects your drivers and fleet



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.

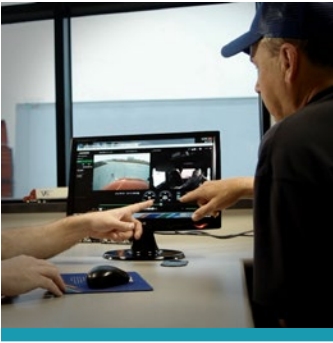
If you’ve chosen an integrated program, these critical events are prioritized based on risky or unsafe driving. And, because most systems are able to offload and alert managers in real time, fleets have immediate access to the information that matters most, saving time and bringing the clarity that is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

* University of Michigan Transportation Research Institute, 2013

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 innovative coaching and analytics components equip our managers to engage constructively and collaboratively with our drivers to improve outcomes.”

-Todd Davis, President, Davis Transfer Company



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. 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



Video-based programs demonstrate a commitment to safety

5 Protection from vicarious liability

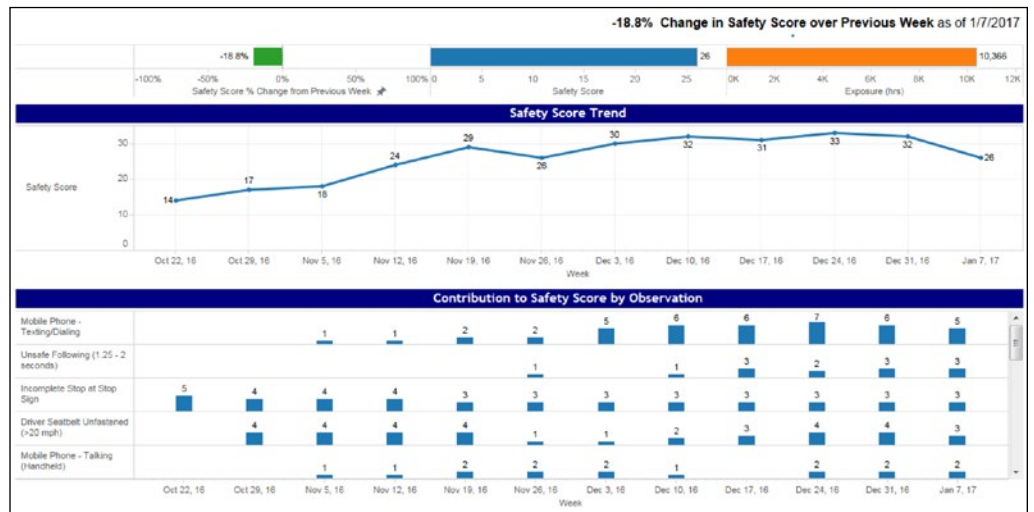
Every transportation company is learning how CSA scores can impact their business, and the issue of “Vicarious Liability” is of particular concern. As a result, many companies have received new contracts from brokers stating that they will not use their services if their CSA scores are “marginal” or “above threshold” in any of six BASIC areas. Why? Because brokers and shippers can now be held liable for collisions even though it technically wasn’t their driver behind the wheel.

Shippers and brokers are closely evaluating publicly available CSA scores to identify and eliminate carriers that put them at risk. Savvy transportation companies realize there’s a lot at stake – from losing current business to winning big new contracts.

A video-based safety program uses a systematic approach that facilitates actionable and consistent coaching across the fleet. A well-formed program can immediately impact up to five CSA SMS scores. This type of program helps fleets proactively identify and eliminate the driving risk that leads to collisions, demonstrating to shippers and brokers an ongoing commitment to safety and protecting each party in the business relationship from potential liabilities. Safety is money.

“In the first couple of months, we had two traffic collisions and the ability to download the video and send it to the driver for law enforcement review negated the need to send investigative resources to the scene, saving us several thousand dollars per incident. While I did expect to see ROI, I had no idea that it would come so fast!”

-Kent Kelly, General Manager, Fortune Transportation



Fueled on safety

Running a transportation company is no easy ride. Now, more than ever, fleets are focused on programs that measurably improve safety performance, ensuring fleets operate safely, 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.

Find out more at www.omnitracs.com/smartdrive

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