

Safe driving tips for operational success

TOP 10 TIPS FROM AWARD-WINNING FLEETS





YOU SEE THE HEADLINES, READ THE NEWS AND WONDER...

- Why did that fleet win an award?
- What are they doing differently than us?
- What do I need to do to achieve similar results and recognition?

Hundreds of customers gathered at the annual SmartDrive Customer Conferences recently. Besides using the SmartDrive video safety program, there were many similar themes and best practices shared amongst these award-winning fleets. Focus your efforts on these areas and you'll be joining the ranks of the best fleets in the industry ... and ensuring your fleet is one of the safest and most sought-after on the road.



TIP 1

BUILD & MAINTAIN A STRONG SAFETY CULTURE

Your safety culture starts at the top. Ensure everyone understands your culture and how it impacts their job—from your highest-ranking executives to drivers on the road, including office personnel, warehouse workers and vendors.

Your safety culture is not “one-and-done” but, rather, something that should be incorporated into everything your organization does and continually reinforced. Encourage employees to understand how your safety culture impacts their individual job while also impacting the overall company.

“Our investment in video has helped us significantly reduce risk and strengthen our culture of safety.”

Thomas Oakley, CEO
Oakley Transport





TIP 2

CREATE A STRATEGY AND STICK TO IT

Whether it's a risk management strategy or a safety strategy, it's important to set your strategy, determine your criteria and stick to it. For instance, when it comes to risk management:

- **Ensure stringent hiring criteria**
- **Quality on-boarding and on-the-job training (coupled with extensive/methodical online training)**
- **Sustained coaching with progressive discipline**
- **Professional development training of non-driving staff.**

For your safety strategy, engage associates at all levels with frequent and comprehensive training, communications and opportunities for continuous improvement.

TIP 3

FOCUS ON YOUR DRIVERS

Your drivers should be your number one customer.

- **Proactively prevent risk**
- **Protect them when an incident occurs**
- **Take an out-of-the-box approach to improve their health and wellness**
- **Recognize, incentivize and reward them**
- **Provide them with opportunities to grow**

From your first interaction in the hiring process to daily interactions when they're on the road or in your facility, your drivers need to be the people you think about every day. How can you encourage, reward and protect them while also protecting your company?



TIP 4

COACH YOUR WAY TO SUCCESS

Coaching is integral to your fleet's safety. Ensure clear, concise, consistent communications. For drivers on the road, a driver app will allow them to see the impact of their habits. When coaching, follow **Three Steps to Coaching Success**—**prepare** by identifying skills to review, **coach** using videos and **summarize** your session with notes and next steps. Last, but not least, focus on coaching effectiveness to ensure you're maximizing your coaching efforts and include progressive discipline as part of your coaching process. Remember, the goal is improvement, so make sure you're measuring performance over time.





TIP 5

RECRUIT AND RETAIN

When recruiting, be realistic and don't overpromise when it comes to earnings and home time. Consider an aggressive new hire orientation on in-truck driving, e-logs, securement, etc. But, don't stop there; continue regular, on-going training throughout your drivers' careers. Develop a mentorship program; mentors encourage communications and help new drivers feel part of the family. Develop a career path and encourage drivers to participate. Remember, drivers have a voice. Listen and learn through continual communications, such as daily and weekly calls.



TIP 6

RECOGNIZE AND REWARD

Set goals and work backwards to establish a program that will be successful by creating a program that's measurable and attainable. Keep the program simple. Provide continual communications and allow drivers to measure their own progress through a mobile app. Focus on frequent safety bonus payouts (monthly, quarterly) with multiple winners, along with annual goals. Don't focus solely on monetary rewards; find out what will motivate your drivers. Use videos to regularly recognize good driving habits, while recognizing award-winning drivers throughout your company.

TIP 7

MAKE INVESTMENTS THAT **MAKE A DIFFERENCE**

Be proactive in the evaluation and adoption of fleet safety technologies; get ahead of the curve—allowing you time to test and ensure you have the right technology for your fleet. Do not wait for deadlines and mandates. Use technology to create a safer environment for your drivers, not only helping reduce the likelihood of accidents and injuries, but also improving driver retention. Don't focus on cost—the marginal cost of new technologies (such as video) is more than returned in lower turnover, reduced risk and decreased liability claims.



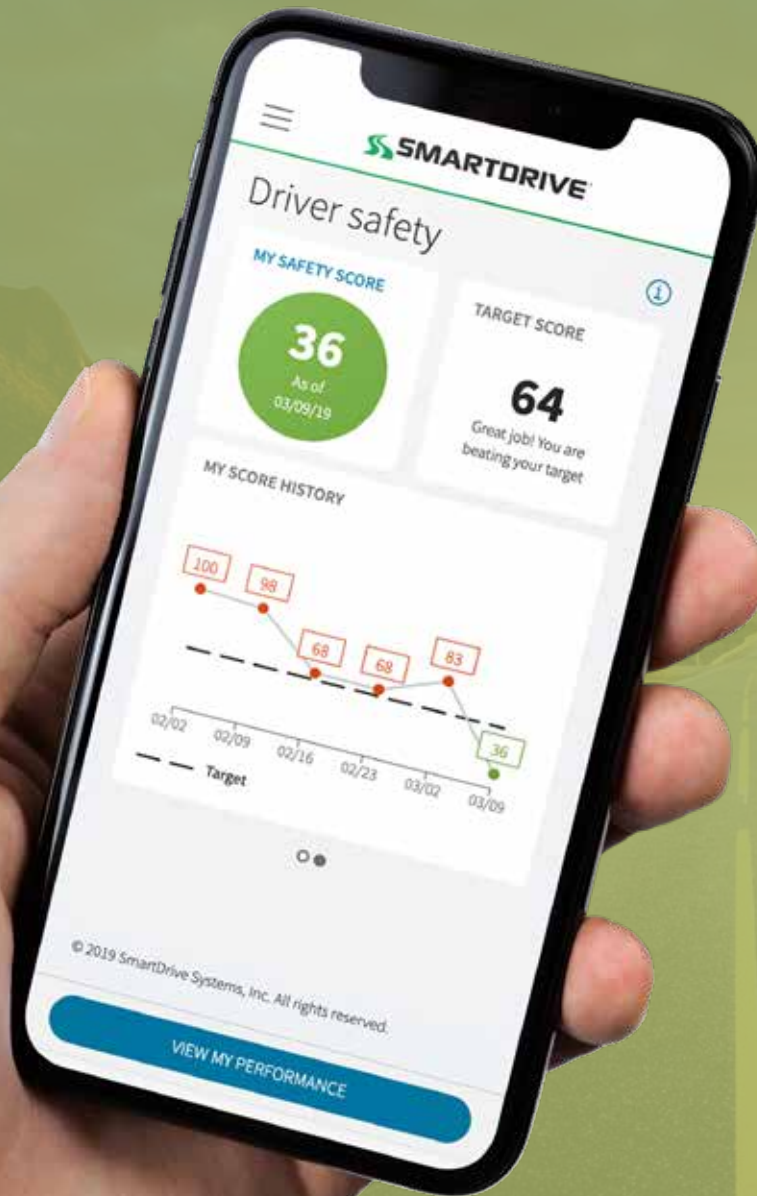
“A key component of this technology is the ongoing driver safety coaching program that allows us to coach drivers to be better and safer drivers.”

Jason Herr, Vice President of Safety
Penske Logistics

TIP 8

BRING VIDEO TO THE FRONT LINE

Share the value of safety and technology with everyone throughout your organization, including maintenance, operations, and the executive team, allowing them to see what your drivers face every day. Empathy creates understanding and urgency. Use video to not only coach your drivers, but to teach your team. Focus on specific driving habits (speeding, distracted or drowsy driving, etc.) throughout the year—using video to illustrate both the good and bad—so your entire team can see your company's Safety Score improve. Encourage drivers to self-coach by watching their own video through the mobile app.



TIP 9

FOCUS ON DATA, REAP THE REWARDS

Use data to help measure your results and continually improve your safety program. SmartDrive® customers can start with their Safety Score to focus on areas for improvement; then, continually lower their score to continually raise the bar. In addition to improving safety, data can help you improve efficiency and reduce costs by monitoring fuel habits, CSA scores, incident rates, late loads, productivity, maintenance, driver home time and more. Data is also an integral part of your driver incentive program.



Change has two key elements:
LEADERSHIP & MANAGEMENT



Q = The quality of your proposed change
(Management)

A = The acceptance of the change (Leadership)

E = The effectiveness of the change

We **MANAGE** the process of change, but...

We **LEAD** the people needed to implement and
accept the change

EMBRACE CHANGE

If you don't change, how will you improve?
Create a vision for change. Change is not comfortable, but the results are usually worth it. Identify the problems you're trying to solve. Solve them one at a time with a plan that's embraced from the top down. Identify the right stakeholders and bring in outside help if needed. Be aware that if the pace of external change exceeds the pace of internal change, you're in trouble. Communication and transparency make change easier.



SUMMARY

Everyone should strive to be an award-winning fleet. Not for the award, but rather, for the improvements and developments you achieved in the process. Create big, bold, brave goals. But, work through them with small steps. We tend to forget that small wins will move you forward and can take you a long way over time. Not only will you better protect your drivers and make your fleet safer, but you'll also become a more effective and efficient company.

See safety and operational results from SmartDrive customers who are making a difference:

[why-smartdrive/case-studies](https://www.smartdrive.com/why-smartdrive/case-studies)

ABOUT OMNITRACS

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