

Using Fleet Tracking Solutions to Boost Driver Safety



azūga
FLEET

The Impacts of Unsafe Driving on Your Business



For any organization with a mobile workforce or fleet, safe driving has never been more important, or more challenging. The average direct costs of an automobile collision continue to rise, and indirect costs of collisions total 4-10 times the direct costs. According to research published by Missouri Employers Mutual¹, the direct costs of a non-fatal vehicle accident totaled \$31,000. The costs of a fatal collision were \$468,000. While direct costs and some indirect costs are borne by a company's insurer, many of the indirect costs have a direct financial, as well as the psychological impact on the company, the workers involved and their families, and the community as a whole.

The extraordinary impacts of lapses in driving safety—both financial and nonfinancial—make an organization's efforts to boost safety behind the wheel critical for business continuity and success, workforce health and well-being, and community relations.

Driving Safety—Not Everyone’s Priority

While safe driving has never been more important for your business, recent data clearly show that drivers, in general, are focusing on other priorities. Key behaviors associated with an increase in collisions—most notably speeding and distracted driving—are prevalent and on the rise.



Speeding

According to data compiled by NHTSA in 2014², excessive speed is a factor in more than 28% of all accidents, and the higher the speed (especially in larger commercial vehicles) the greater the damage to people and property.

Distracted Driving

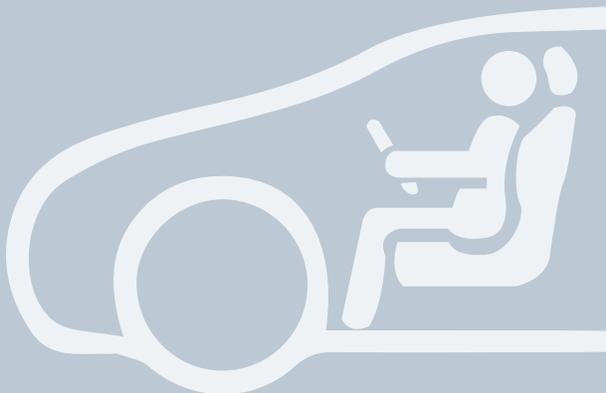
According to NHTSA in 2013³, 8% of all vehicle crashes were due to the driver’s use of a cell phone. In the four-year period from 2010 to 2013, the number of accidents from distracted driving incidents related to cell phone use grew 15% annually. If that trend is continuing, that means that the use of cell phones is now a primary factor in 10% of all crashes, and that number will continue to rise.

The Importance of Driver Safety Programs

Adopting a formal program that puts a strong focus on safety, with support from top management down, is a crucial step toward establishing a culture that values it and achieves it. Effective programs typically include communicating and reinforcing program goals, training on safe driving behaviors, creating policies to communicate expectations and establish individual responsibility, monitoring of safe driving, recognizing safe driving behavior, coaching for improved behavior where needed, and consistently applying consequences for workers that do not show improvement.



Driver Safety Program Checklist



- ✓ Management support and participation from the top down
- ✓ Policies for driving violations, seat belt use, distracted driving, and aggressive driving behaviors
- ✓ Fleet Tracking solution that captures driver behaviors and generates an accurate safety score
- ✓ Continuous discussion about safe driving; weekly safety briefings
- ✓ Frequent MVR updates for your workers
- ✓ Published corrective action/coaching policy for workers showing unsafe behaviors
- ✓ A rewards program to provide incentive for safe driving



Four Steps to Building a Safe Driving Program

1 Establish the Foundation for a Culture of Safety

For most organizations, the most dangerous aspect of their workers' jobs is driving! By laying the groundwork properly and establishing expectations from the time an employee is hired, you'll build a culture where attention to safety from company leaders, managers and workers is an important aspect of every work day.

Tips for establishing a culture of safety:

- ✔ Establish written policies related to traffic laws, seat belt use, prohibition of distracted driving, and prohibition of aggressive driving.
- ✔ Review policies with workers periodically to make sure they are clear and understood. Get workers' commitment to safety. Have them sign the policy documents.
- ✔ Invest in a fleet tracking system to gain access to data that lets you monitor compliance with these policies.

2 Continually Reinforce the Safety Message

The importance that your company places on safe driving, and the actions taken by management from the top down to consistently reinforce that message, will have a direct impact on the attitudes your workers maintain about safe driving.

Tips for reinforcing the safety message:

- ✔ Get trained on the reporting capabilities of your fleet tracking system that help you identify speeding, harsh braking, hard starts and hard turning. These aggressive behaviors are indicators of a likelihood of a collision.
- ✔ Host weekly safety meetings with workers to reinforce good driving habits and review data that indicates unsafe driving.
- ✔ Actively discuss and encourage safe driving. Reinforce your concern for your workers' safety every morning when they leave the yard.

3

Monitor Your Workers' Driving Records and Safety Trends

Business owners or fleet managers typically pull an MVR when hiring a worker who will be behind the wheel as part of their job. And many get updated MVRs annually, as part of the insurance renewal process. But that can leave many months of exposure for workers that get DUIs and other driving violations.

Tips for monitoring for violations and safety:

- ✓ Review MVRs semi-annually or even quarterly to make sure you are aware of any violations picked up by your workforce
- ✓ Feet tracking should make it easy for you to monitor trends in your drivers' habits so you can prevent accidents rather than react to them. Increases in the frequency of aggressive driving behaviors like speeding and hard stops point to a higher probability of a collision.
- ✓ Be clear with policies about which violations, as well as number and frequency, will lead to driving privileges being suspended. Also be clear about which driving behaviors are considered unacceptable and will lead to coaching and increased oversight.

4

Publicly Recognize and Reward Good Performance

Recognizing safe driving behaviors sends a strong message about the importance of safety in your culture, and adds a healthy competitive spirit among your workers. Adding recognition and rewards decreases the negative attitude that workers may have about management using tracking technology to catch workers in "gotcha" situations.

Tips for recognizing and rewarding safe driving:

- ✓ Make the rewards and recognition process a consistent part of the way you manage your workers and teams. Make it a part of ongoing safety briefings.
- ✓ Make it fun! Drive competition among workers so they work to improve and beat their co-workers. Their drive to win means they are safer and your business enjoys lower costs and risk.
- ✓ Look for fleet tracking solutions that make this easy, with built-in scoring and reward systems so you don't have to invent it from scratch.

References

- 1 Missouri Employers Mutual: <http://www.worksafecenter.com/safety-resources/PDF/topic/defensive%20driving/Costs%20of%20Motor%20Vehicle%20Crashes.pdf>
- 2 US Department of Transportation, National Highway Transportation Safety Administration, "Traffic Safety Facts, 2014"
- 3 US Department of Transportation, National Highway Transportation Safety Administration, "Traffic Safety Facts Research Note", April 2015

The Role of Telematics in Boosting Driver Safety

Even when you've established a driver safety program, have clearly communicated policies and have trained your workers on the importance of safe driving, you can be certain they will still use risky behaviors on the road. The newest generation of fleet tracking solutions provides a powerful set of tools that support your safety message and policies, as well as activities to recognize and reward safe driving, or coach for improvement when needed.

Look for these capabilities in a fleet tracking solution to help you build and maintain an effective driver safety program:



- ✔ **Driver Safety Score and Stack-Ranking Charts:** A score derived from aggressive driving events recorded (speeding, hard stops, hard starts, idling) along with situational content to arrive at a score that makes it easy to identify workers practicing safe driving, and those that need coaching
- ✔ **Driver Safety Reports:** Reporting that shows specific areas where underperforming driving habits need to be corrected, aiding in coaching conversations
- ✔ **Rewards Program:** Built-in rewards for safe driving with administrative capabilities that simplify funding rewards, selecting reward options, and distributing them to high performing drivers
- ✔ **Gamification and Social Sharing Tools:** Features of the scoring and rewards system that make safety scores visible to all team members, encouraging sharing, comparison and competition to drive improvement
- ✔ **Seat Belt Usage Reporting**
- ✔ **Distracted Driving Monitoring and Prevention:** Monitor and prevent cell phone use while the vehicle is in motion (texting, calling, use of applications)
- ✔ **Posted Versus Actual Speed Reports:** Reporting on actual speed versus posted speed to better understand speeding in context
- ✔ **In-Vehicle Coaching:** Audible alerts at the point of an aggressive driving event alerting the driver to alter his or her behavior
- ✔ **Support for Dash-Mount Camera Systems:** Enabling video capture in the moments before, during and after a collision to aid in the assessment of the root cause

About Azuga

Azuga is a leading global connected vehicle platform, helping our customers turn data from vehicles and their use into intelligence that improves operations and safety while reducing cost and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, through leading hardware technology, the Azuga One platform, award-winning fleet applications and data analytics.

Our award-winning Azuga Fleet solution is used by thousands of businesses—from the small fleet of a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing. Azuga is headquartered in San Jose, California, with offices across the globe.

Using Fleet
Tracking
Solutions to
Boost Driver
Safety

DRIVE CAREFULLY



1- 888-790-0715, info@azuga.com, www.azuga.com



© 2019 Azuga, Inc. All rights reserved