



EYES WIDE OPEN

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

5 GREAT REASONS TO ADD A VIDEO- BASED SAFETY PROGRAMME

IF YOU MANAGE A PASSENGER TRANSPORT FLEET, IMAGINE THAT YOU'VE RECEIVED A CALL SOMETHING LIKE:

- One of your most seasoned drivers was in a collision while driving a bus filled with daily commuters.
- Your coach just hit a pedestrian at a junction.
- Your coach didn't slow down as it went into a bend and ran off the road.
- Your school bus driver was involved in a collision, with children on-board, during his early morning route.

If you own or manage a passenger transport 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 about the other parties involved? Who was at fault?

You're bombarded with questions, but without eyes in or around your vehicle, 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 passenger transport operation. You need more effective solutions that deliver the driving insights required to proactively reduce risk and lower collisions. To achieve this goal, leading operators are adding on-board video-based performance improvement platforms to their safety programmes. Programmes that go beyond cameras to include managed services and analytical insights that provide the missing link into actual driving performance. Following are five great reasons why you should consider investing in such a programme this year.



VIDEO IS LIKE A
VIRTUAL SEAT
IN THE CAB

1 YOU CAN'T MANAGE WHAT YOU CAN'T SEE

Keeping drivers, passengers and vehicles safe is the top priority for every passenger transport operator. A variety of investments are likely to have been made to achieve this goal – from in-classroom training to vehicle-based technology like pedestrian detection, 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 performs when critical safety situations occur on the road.

To improve individual performance, as well as that of the entire organisation, you must first understand the current safety operating environment. What are your biggest issues – speeding, using hand held devices while driving, working pattern fatigue or unsafe following distance? Which depots or operations are safer than others? Which drivers need help and what skills should you focus on?

A video-based safety programme 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 organisation safer. Embracing a programme that includes expert review of the video that's captured using a documented methodology for assessing risk and prioritising drivers for coaching – fairly and consistently – along with actionable insights through easy-to-use reporting will help you know where your risk is, so you can drive improvements across your operation.





VIDEO EXONERATES NOT-AT-FAULT DRIVERS

2 PROTECTING AND BUILDING RELATIONSHIPS WITH DRIVERS

One of your drivers was just in a collision. According to eyewitnesses, they ran a red light, or they say that your driver didn't slow down through a turn. Are they right? If they are, you could lose one of your best performers. When it comes to determining fault in a collision, drivers all too often get the blame.

A video-based safety programme 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 operation, it provides your transport manager or trainers with the opportunity to engage in a positive and open dialogue with the driver.

With driver demand at an all-time high, driver motivation and retention is key to service delivery. Video-based safety programmes facilitate a teaming relationship between your managers and drivers by providing reviewable, coachable events that focus the discussion on improvement, instead of debate and argument.



VIDEO COMBINED WITH VEHICLE DATA...THE COMPLETE PICTURE

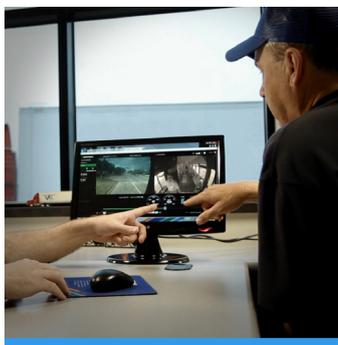
3 HAULING TOO MUCH DATA: BRINGING CLARITY TO INFORMATION OVERLOAD

Over the past twenty years, vehicles have become increasingly sophisticated, outfitted with telematics and 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 – leading to more questions, rather than better solutions.

Video-based safety programmes 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 a wide range of criteria. This creates leverage across your fleet safety investments by providing a consolidated view of the driving environment, the driving manoeuvres and the vehicle.

If you've chosen an integrated programme, these critical events are prioritised based on risky or unsafe driving. Because most systems are able to offload and alert managers in real time, you have immediate access to the information that matters most, saving time and bringing the clarity that is required to make fast and effective decisions. You know what happened, why it happened and how to reduce the possibility of it happening again.

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



VIDEO-BASED PROGRAMMES DO THE WORK FOR YOU



VIDEO-BASED PROGRAMMES DEMONSTRATE A COMMITMENT TO SAFETY

4 RESOURCE MAGNIFIER: MAINTAINING AN OPERATIONAL EDGE

Keeping your fleet operational requires continued focus on your resources, managing overheads and technology investments, in addition to managing your drivers. Adding any new programme requires careful consideration in terms of added costs and the time or personnel required to ensure maximum return on your investment.

Video can be an important resource that helps facilitate a productive conversation between trainer and driver by clearly showing what happened. However, it takes more than video to deliver the insights operators need to have a lasting impact on safety. Imagine your organisation has 1,000 vehicles and you've installed video cameras on each one to capture events. This quickly amounts to a mountain of video to be reviewed by your team.

Integrated programmes have a team of experts scoring and prioritising these events for you according to a consistent set of standards that focus on the risk areas that have the biggest impact on your operation. Doing the work for you, these programmes 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 programme. 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 maximising the impact of your 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 programme while ensuring on-going results.

5 PROTECTING PUBLIC LIABILITY AND PUBLIC REPUTATION — AT THE SAME TIME

In today's litigious society, transport operators are being served with a growing number of personal injury claims from passengers who say they were on a vehicle that was involved in a collision, but were they? Or perhaps, they claim injury when no actual injuries were sustained by anyone on your vehicle. In addition, when your vehicle is involved in a collision, it can quickly appear on the Internet and land on the evening news. The majority of times, your driver is guilty until proven innocent and is typically blamed for the incident.

A video-based safety programme tells you exactly what happened and why. Rather than wait for days or weeks for the CCTV video, you can know within minutes if passengers were on your vehicle at the time of collision or if injury was sustained. In addition, you'll know if your driver was at fault or not. If not, you can prove their innocence, immediately turn the story in your favour and protect your reputation. If the video does show fault, you can resolve it quickly and take the necessary steps to continually improve safety within your fleet.

FUELLED ON SAFETY

Running a passenger transport operation is no easy ride. Now, more than ever, operators are focused on programmes that measurably improve safety performance, while cost effectively managing their exposure to risk. With a video-based safety programme, you are better able to protect your drivers, lower risk and improve your bottom line – delivering an important and sustainable competitive advantage.

ABOUT SMARTDRIVE

SmartDrive Systems, the recipient of Frost & Sullivan's Customer Value Leadership Award for Video Safety Solutions, gives operators unprecedented driving performance insight and analysis, helping save fuel, expenses and lives. Its video analysis, predictive analytics and personalised performance programmes help agencies improve driving skills, lower operating costs and deliver significant ROI. With an easy-to-use managed service, operators can access and self-manage driving performance anytime, anywhere. The company, which is ranked as one of the fastest growing companies by Deloitte's Technology Fast 500™, has compiled the world's largest storehouse of more than 180 million analysed risky-driving events. SmartDrive Systems is based in San Diego and employs over 500 people worldwide.

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