

Catapult your way to safety and 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 programme, 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.



1. Build and 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 staff, warehouse workers and vendors.

Your safety culture is not 'one-and-done' but, rather, something that should be incorporated into everything your organisation 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."

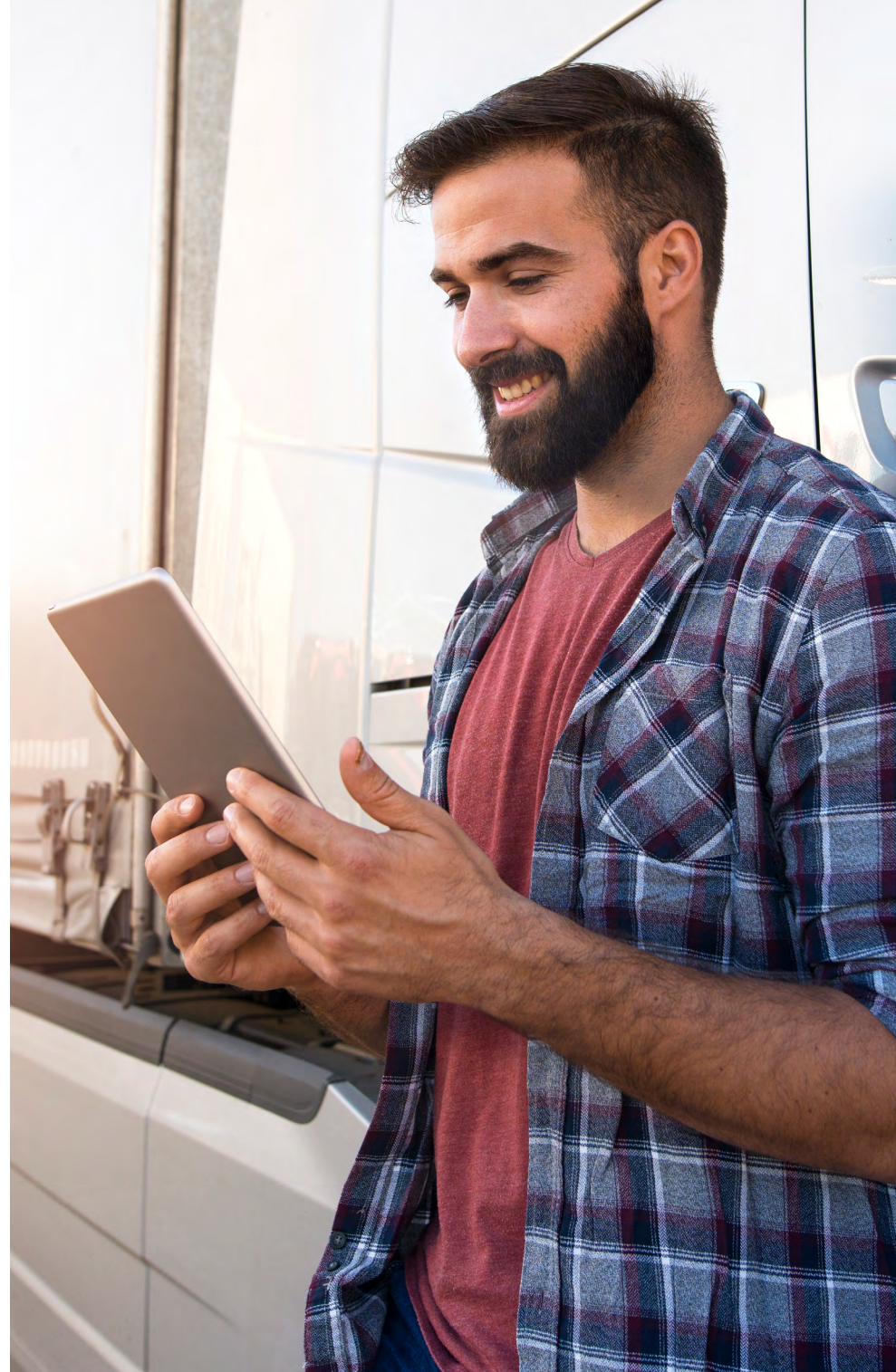


2. Create a strategy and stick to it

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 staff at all levels with frequent and comprehensive training, communications and opportunities for continuous improvement.



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**
- **Recognise, incentivise 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?



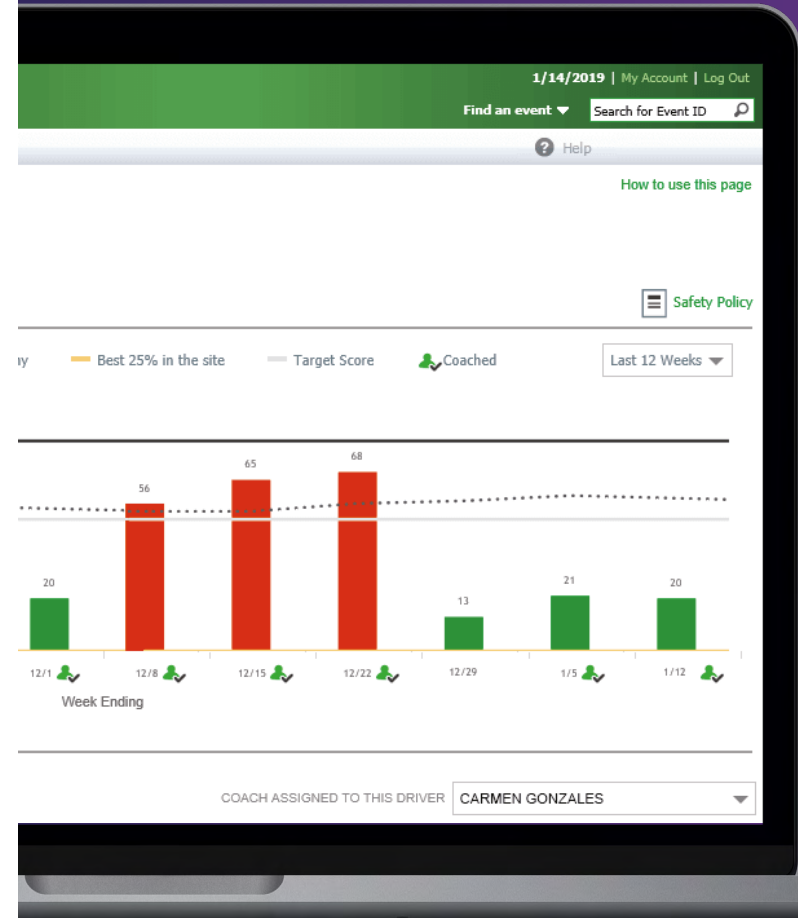
4. Coach your way to success

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 summarise your session with notes and next steps.

Last, but not least, focus on coaching effectiveness to ensure you're maximising 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.



5. Recruit and retain

When recruiting, be realistic and don't overpromise when it comes to wages and home time.

Consider an intensive new starter induction on driving your specific fleet vehicles, compliance, load security, other specifics to your operation, etc.

It doesn't stop there. Continue regular, on-going training throughout your drivers' careers. Develop a mentorship programme; 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 or weekly calls.



6. Recognise and reward

Set goals and work backwards to establish a programme that will be successful by creating a programme that's measurable and attainable. Keep the programme 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 recognise good driving habits, while recognising award winning drivers throughout your company.



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 driver turnover, reduced risk and decreased liability claims.



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

8. Bring video to the front line

Share the value of safety and technology with everyone throughout your organisation, 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.

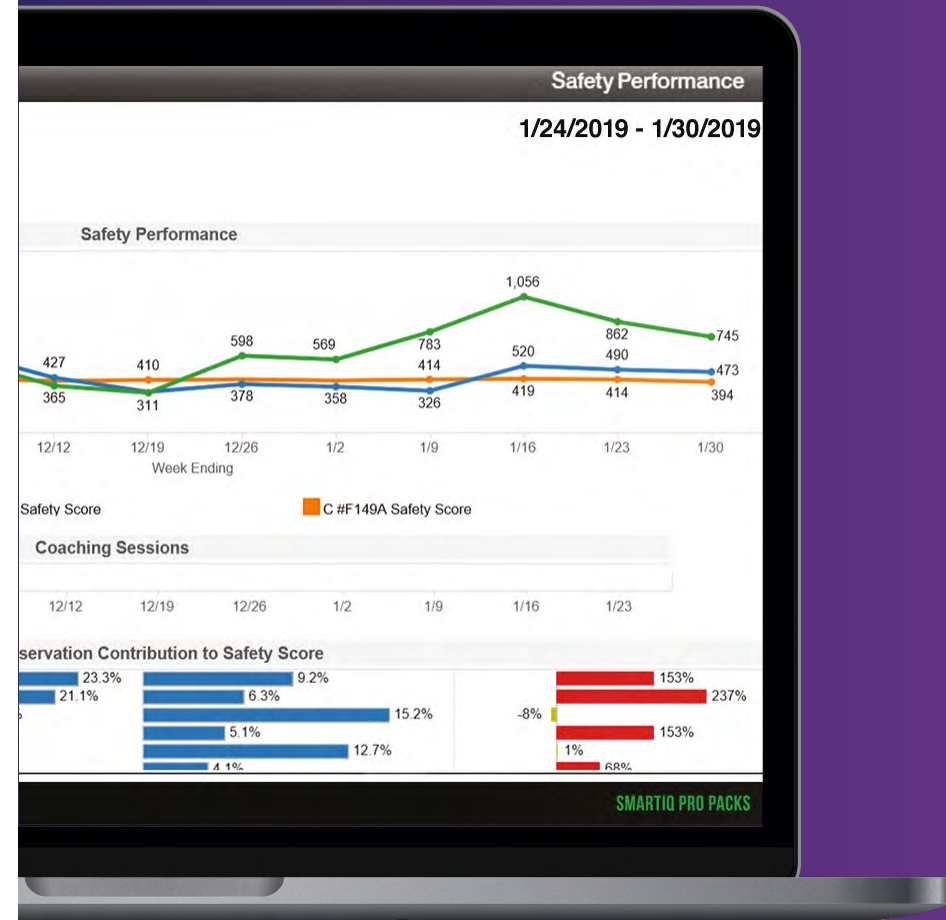


9. Focus on data, reap the rewards

Use data to help measure your results and continually improve your safety programme. 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, OCRS scores, incident rates, late loads, productivity, maintenance, driver home time and more.

Data is also an integral part of your driver incentive programme.



10. Embrace change

If you don't change, how will you improve? Create a vision for change.
Change is not comfortable, however 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.

Change has two key elements:
Leadership and 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

Summary

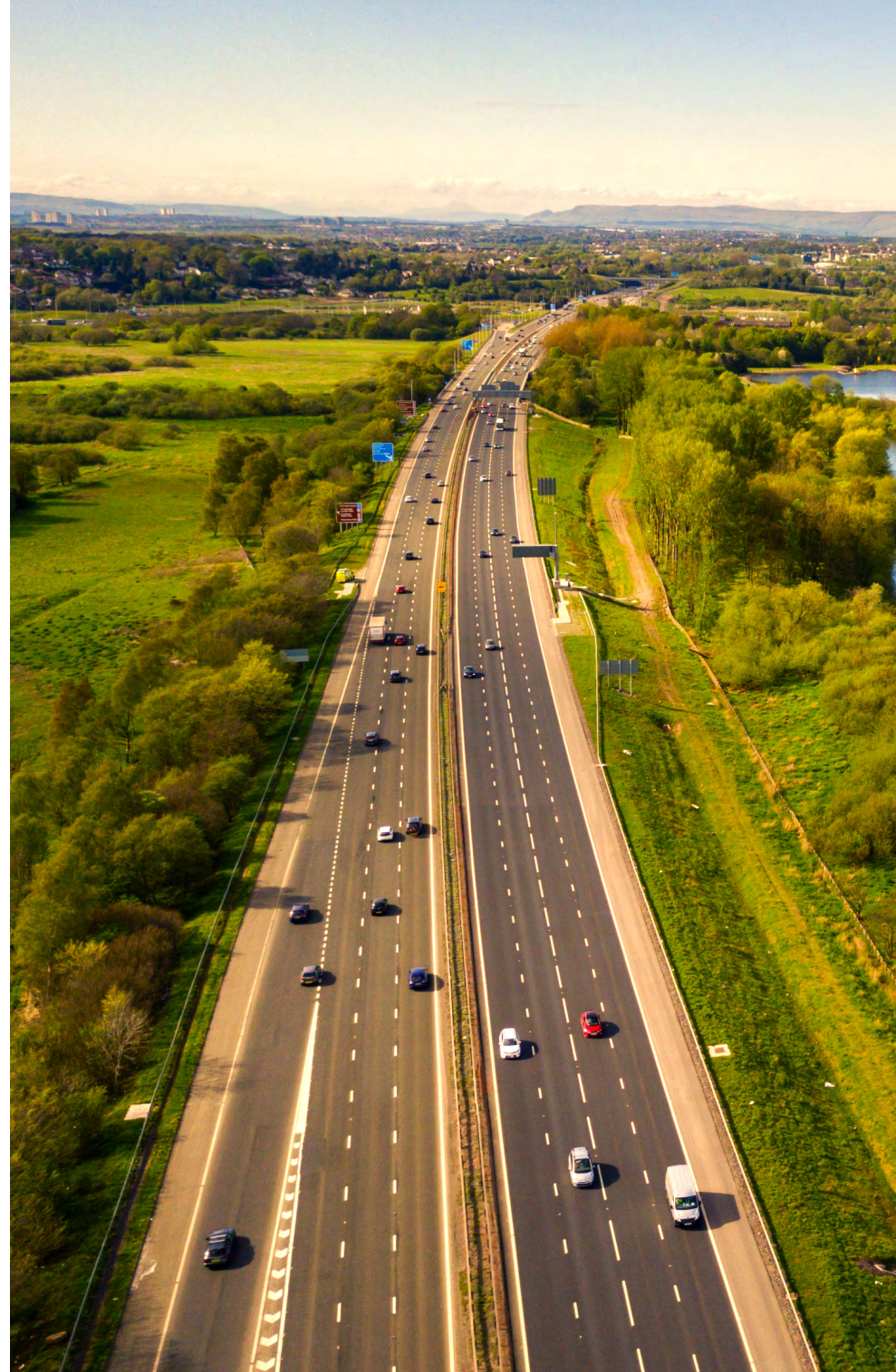
Everyone should strive to be an award winning fleet. Not for the award, rather, for the improvements and developments you achieved in the process. Create big, bold, brave goals.

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, you'll also become a more effective and efficient company.

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

<https://uk.smartdrive.net/whysmartdrive/case-studies/>





We put our customers first.

We deliver video in minutes, not days.

We safeguard your drivers and business in every collision.

We protect your investment with a solution you won't outgrow.

We will save you the most money in the shortest time.

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