

Eyes wide open

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





5

great reasons to add a video-based safety programme

You just received word that one of your most seasoned drivers was in a collision...

Immediately you check the data from your onboard computer and note that the driver made a quick lane departure. What is the vehicle damage? What will this cost us in repairs? Was our driver at fault? What about the car that was involved? You are bombarded by a series of 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. If you are managing a fleet, this scenario may sound all too familiar.

Safety management continues to be top of mind for any fleet. They continue to look for 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 programmes. Following are five reasons you should consider investing in such a programme for your fleet now.

1

You can't manage what you can't see

Keeping drivers, cargo and vehicles safe is the top priority for any fleet. A variety of investments have been made to achieve that goal – from classroom training to vehicle based technology like lane departure warning systems, anti-lock brakes and collision avoidance systems. However, managers still lack the information they need to proactively identify risk and to get a clear picture of how their 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 the biggest issues for your fleet – seat belt compliance, texting while driving, close following? Which sites are safer than others? Which drivers need help and what skills should you focus on?

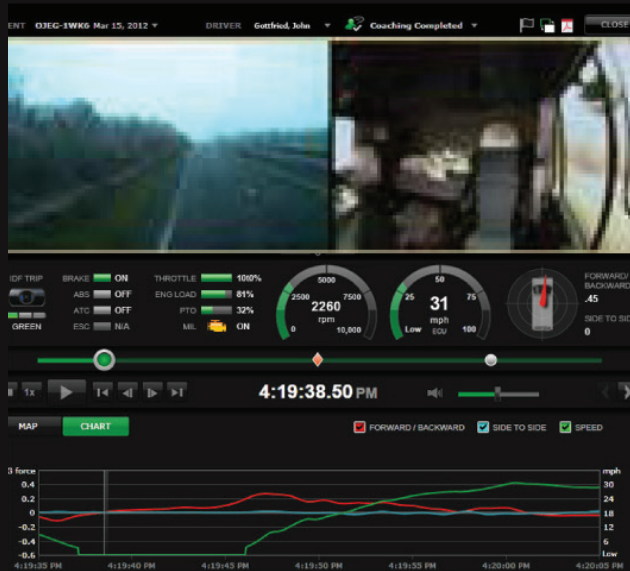
A video-based safety programme brings clarity by identifying a broad spectrum of potential risks, as well as areas of strength - areas that you would only be able to identify through the 'birds-eye' view video provides. Once you know where your risk is, you can manage to it and drive improvements across your fleet.



Video is like a virtual seat in the cab

2

Protecting and building relationships with drivers



Video exonerates not-at-fault 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 fleets protect their drivers in situations like these, providing the information they need about what really happened when they need it most.

Not only does this information protect your fleet, it provides the fleet manager with the opportunity to engage in a positive and open dialogue with the driver.

With driver demand at an all-time high, fleets are looking for new ways to motivate and retain drivers. Video-based safety programmes facilitate better relationships between fleet managers and drivers by providing reviewable, coachable events that focus the discussion on improvement instead of debate and argument.

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 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 fleet safety investments by providing a single 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 off load 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.

Video combined with vehicle
data...the complete picture

4

Resource magnifier: delivering a competitive advantage

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 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 fleet. These programmes act as a resource magnifier for your team – saving time while delivering results, building a real and sustainable competitive advantage.



Video-based programmes
do the work for you

5


Protection from liability

Transportation companies are operating in an increasingly litigious society, facing claims from many sources, all of which can act to drive up insurance and legal costs and damage company reputations. In particular, the issue of vicarious liability is becoming increasingly prominent; where companies can be held responsible for the actions of their employees and some sub-contractors, whilst engaged in the activities of their employer or working under their supervision.

A video-based safety programme gives a real picture of what happened in the event of a collision or incident, which other vehicle technology such as telematics cannot. It is an 'independent witness' that will help not at fault drivers to be quickly exonerated, often at the roadside. Similarly, if the driver is at fault, it will enable claims to be settled quickly and easily, again saving both time and cost. Furthermore, this type of programme helps fleets proactively identify and eliminate the driving risk that leads to collisions, demonstrating to business partners, such as insurance brokers, an ongoing commitment to safety and protecting each party in the business relationship from potential liabilities.

Fueled on safety

Running a transportation company is no easy ride. Now, more than ever, fleets are focused on programmes that measurably improve safety performance, ensuring fleets operate safely, while cost effectively managing their exposure to risk. With a video-based safety programme, fleets are better able to protect drivers, lower risk and improve their bottom line, by reducing 'bad costs' – delivering an important and sustainable competitive advantage.



Video-based programmes demonstrate a commitment to safety



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