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Using Video Telematics for Safety & Coaching Programs

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Why have a Safety **Program?**

COMPLIANCE

- **It is required:** CFR 385.7(a) states – Adequacy of safety management controls. The adequacy of controls may be questioned if their degree of formalization, automation, etc., is found to be substantially below the norm for similar carriers.

Why have a Safety **Program?**

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LESS IS MORE...POSITIVE

- **Reduction of Injuries/Accidents:** It has been shown repeatedly that having a Safety Program in place that is followed/measured/and adapted as needed shows positive results

Why have a Safety Program?

CULTURE

- **More Engaged Employees – Positive Safety Culture:** We talk about the "secret sauce" that many successful employers have. Employee culture is the "sauce".

Why have a Safety Program?

BUSINESS

- **A Better Bottom-Line:** If we are spending less money on accidents and injuries, those variable costs become profit.

Elements of a Safety/Coaching Program

Management & Leadership

- **Communication**

- **Define the Goals – Make sure they are SMART**

- **Resource Allocation**

- **Set Expectations**

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Elements of a Safety/Coaching Program

Participation

- **Encourage everyone's participation**

- **Encourage everyone to report safety concerns**

- **Give everyone access to safety information**

- **Involve all levels of employees and remove barriers**

Elements of a Safety/Coaching Program

Hazard Identification/Assessment

- Collect Information on Workplace Hazards

- Inspect Workplace for Safety Hazards – very different in trucking

- Identify any Health Hazards

- Conduct Incident Investigations

- Identify Hazards for Emergency and Nonroutine Situations

- Characterize, Identify Temp Controls, and Prioritize

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Elements of a Safety/Coaching Program

Hazard Prevention/Control

- **Identify Control Options**

- **Select Controls**

- **Develop and Update Hazard Control Plans**

- **Select Controls to protect workers during nonroutine and emergencies**

- **Implement Selected Controls on the Workplace**

- **Follow Up to ensure Controls are effective**

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Elements of a Safety/Coaching Program

Education & Training

- **Provide Program Awareness Training**

- **Train Employers, Managers, Supervisors on their roles**

- **Train workers on their roles**

- **Train everyone on Hazard Identification**

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Elements of a **Safety/Coaching Program**

Program Evaluation & Improvement

- **Monitor your performance and progress**

- **Verify it's being implemented**

- **Correct issues and identify opportunities to improve**

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Video Telematics Data +
a Driver-Focused Safety Program

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SET THE STAGE

- **Prepare your drivers**: what and why; how to use the device and video to protect themselves

- Give drivers a **2-week period** to get used to cameras & set a benchmark before taking action

- **Initiate in-cab alerts** to create awareness and improve performance. Then, check the data and build...

Video Telematics Data +
a Driver-Focused Safety Program

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- **Check for patterns in the data** and the reasons behind them
- **Create bite-sized goals for fleet** (ex: improvement of most severe fleet-wide event)
- Rely on **personalized driver scorecards**: recommendations + further custom coaching
- Encourage **self-coaching** via app
- Be fully **transparent** with drivers about their data
- **Speak to lower performers 1:1** to determine course of action for improvement
- **Stay positive** whenever possible. Use carrots instead of sticks.

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- **Solicit feedback** from drivers
- **Reward top performers publicly**; create a forum to share successes
- **Incentivize and gamify**; use pride and rewards as tools
- **Use benchmarks to determine success**.
- Be aware of improvement plateaus and **explore ideas to re-engage** if needed. This may be coaching, an incentive, a disincentive, etc.

Results: Greater with In-Cab Audio

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"We've done several studies showing that telematics, with the kind of management follow up that dashcams provide, reduced speeding by 70+ percent. That's big because we know that a lot of people speed. A lot of times, speeding doesn't result in crashes, but the more you speed, the more likely a crash will eventually happen."

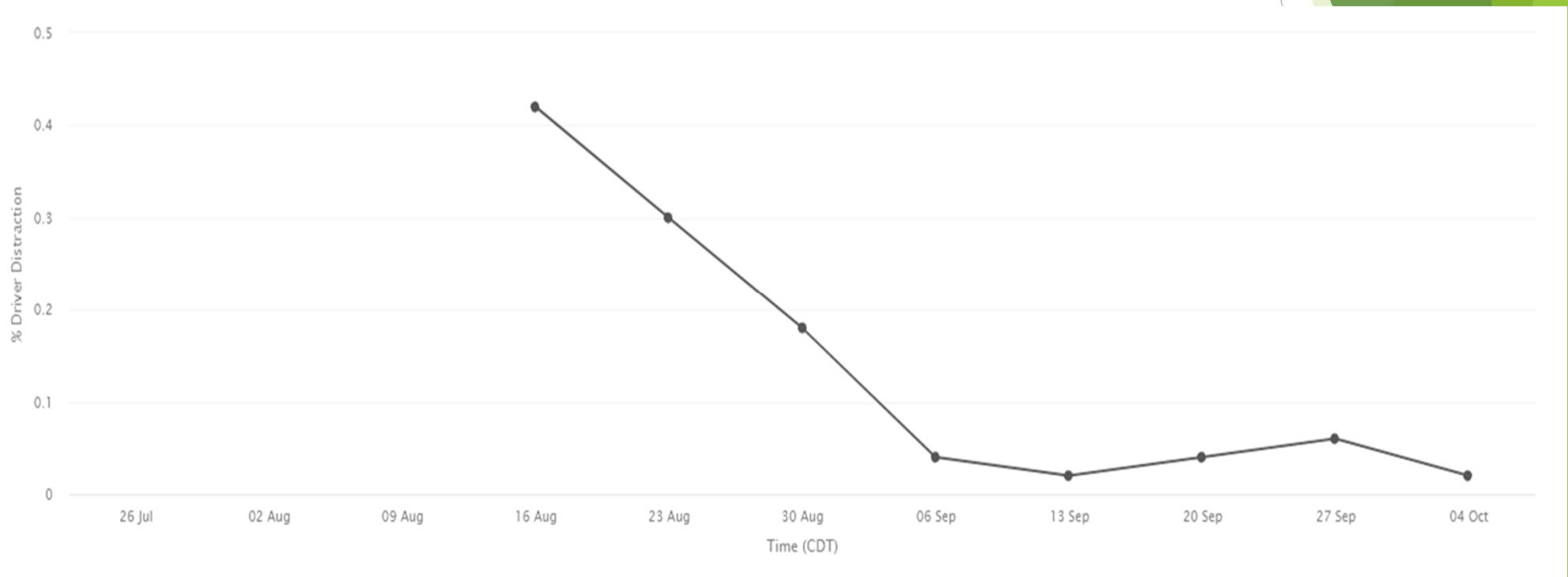Matt Camden, Senior Research Associate, Virginia Tech Transportation Institute
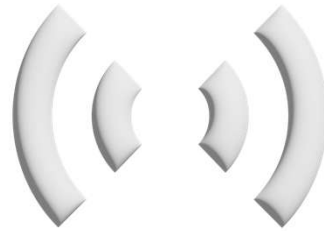
85%

**Instances of speeding stopped within 30 seconds
When fleets incorporated In-Cab Audio Coaching**
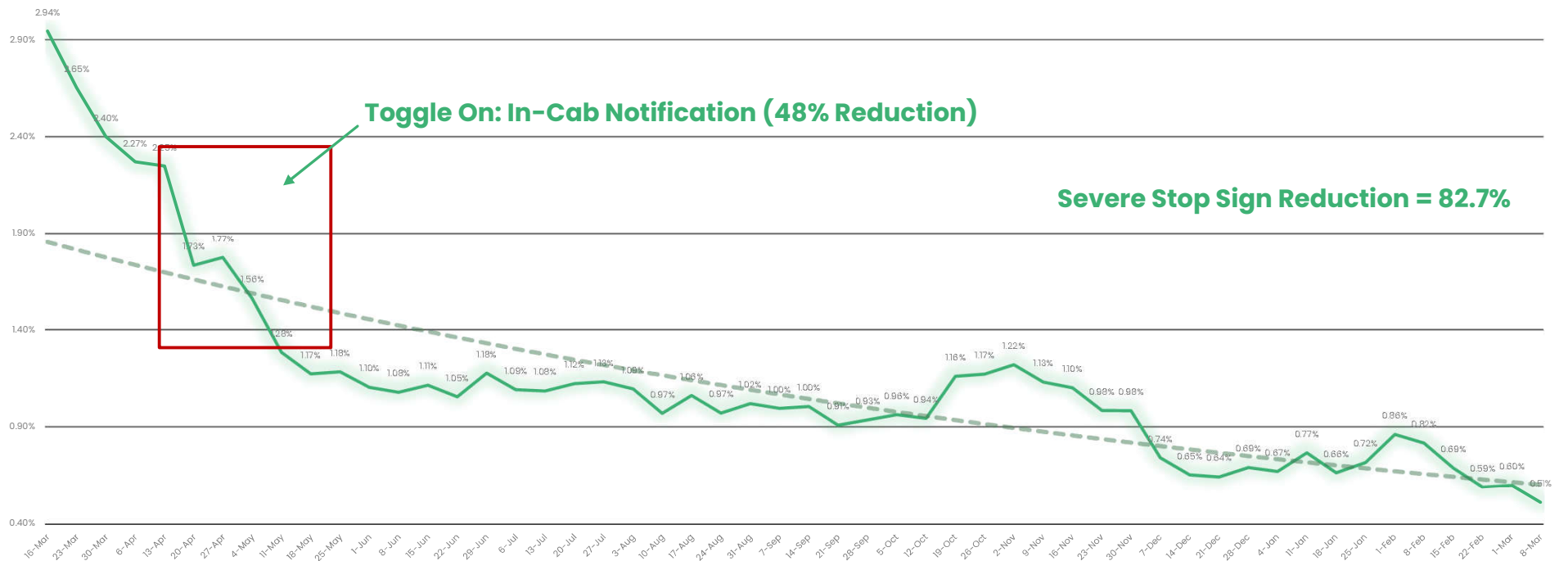
Results: Greater with In-Cab Audio

Distracted Driving: 6 Weeks Improvement

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Results: Greater with In-Cab Audio

Stop Signs: 12-month continued improvement

Toggle On: In-Cab Notification (48% Reduction)

Severe Stop Sign Reduction = 82.7%

Results: Greater with Clear Goals

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APPM ▼ 12%

Drivers that achieve positive fleet goals recognize ~5% improvement in Driver Performance Scoring, which correlates to a 12% APPM reduction

Results: Greater with Positive Recognition

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11.1% Higher Performance
According to a study by Gartner, a well-designed recognition program can help drive an increase in employee performance
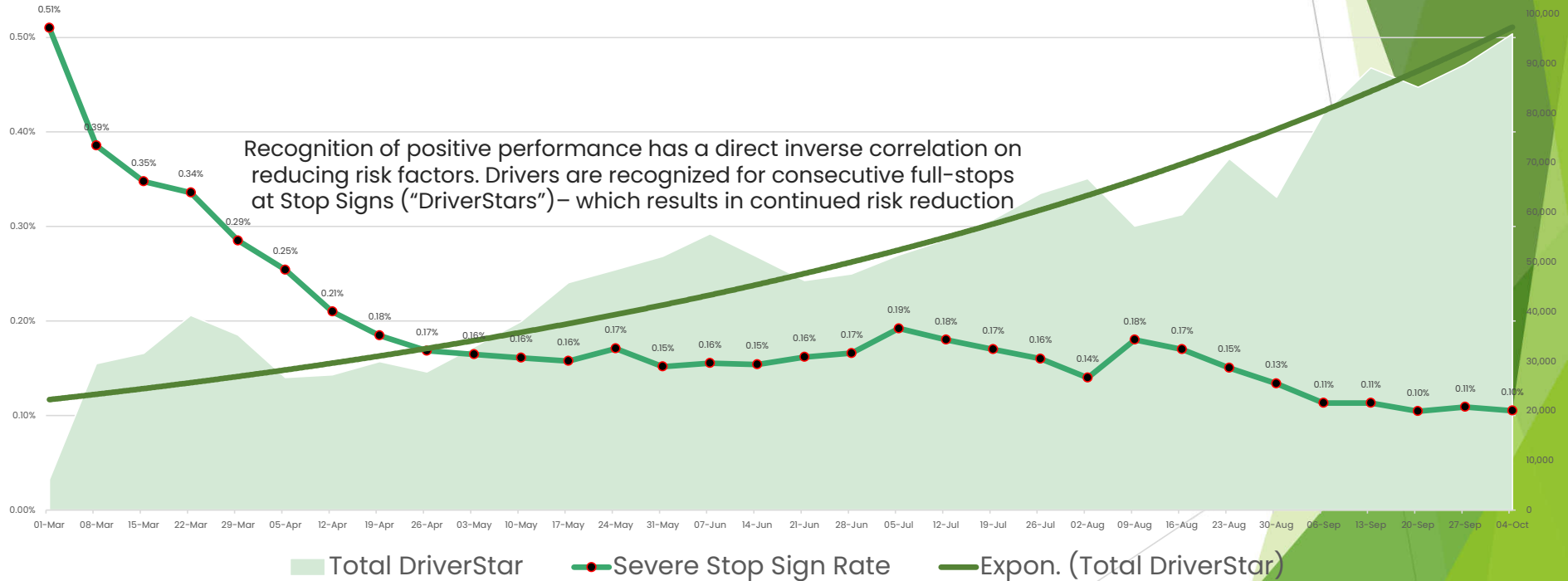
DriverStars
Netradyne's version of a thumbs up
Automated, adds points to driver score

Results: Greater with Recognition

Correlation between Recognition & Risk Reduction

Recognition of positive performance has a direct inverse correlation on reducing risk factors. Drivers are recognized for consecutive full-stops at Stop Signs ("DriverStars")— which results in continued risk reduction

Total DriverStar — Severe Stop Sign Rate — Expon. (Total DriverStar)

Results: Greater with App Use

A study of 2,000+ drivers showed that those using the app had scores **51 points higher** than those not using it, translating into **an 18% improvement in performance**.

Also, fleets that had 70%+ drivers using the app use saw **12% improvement in overall safety** vs. those not using it.
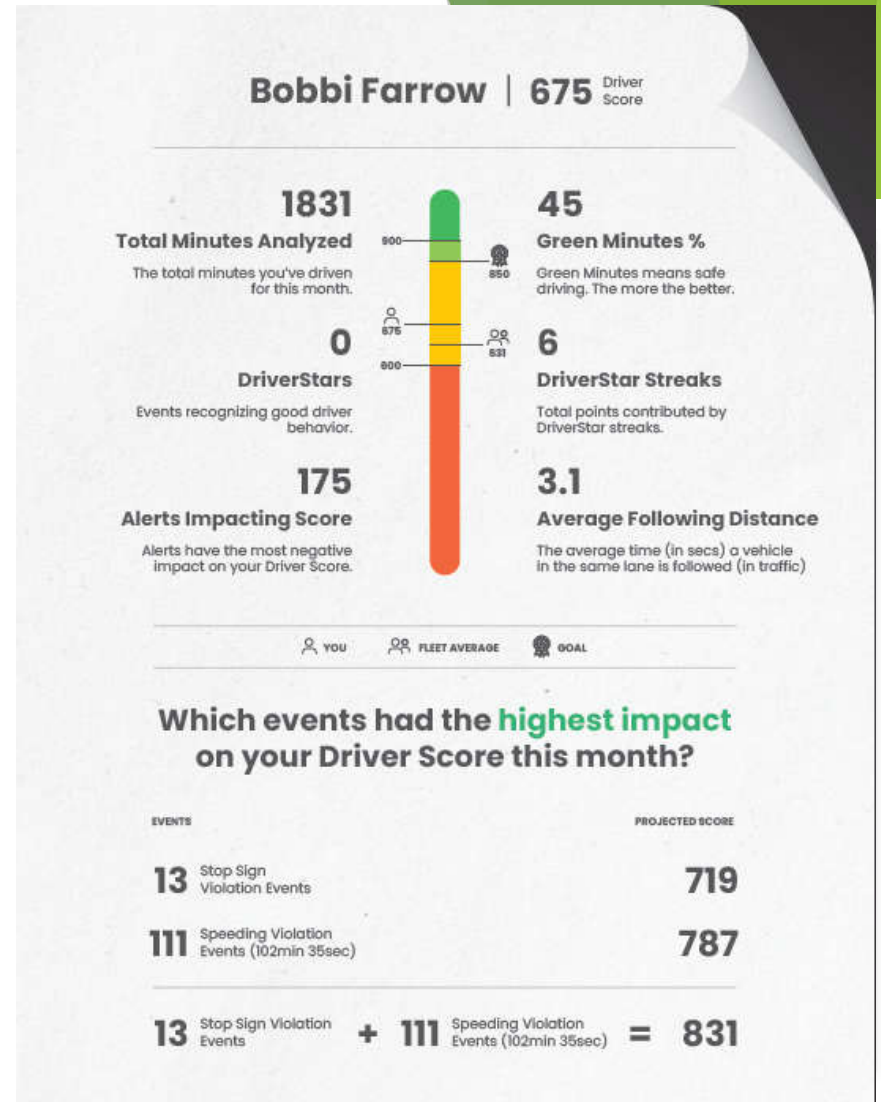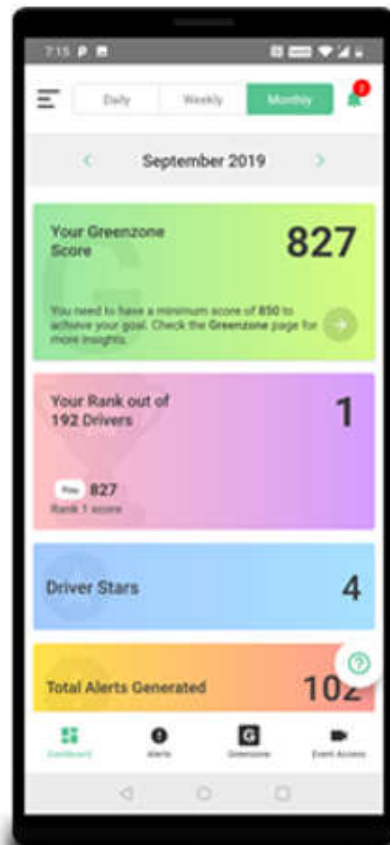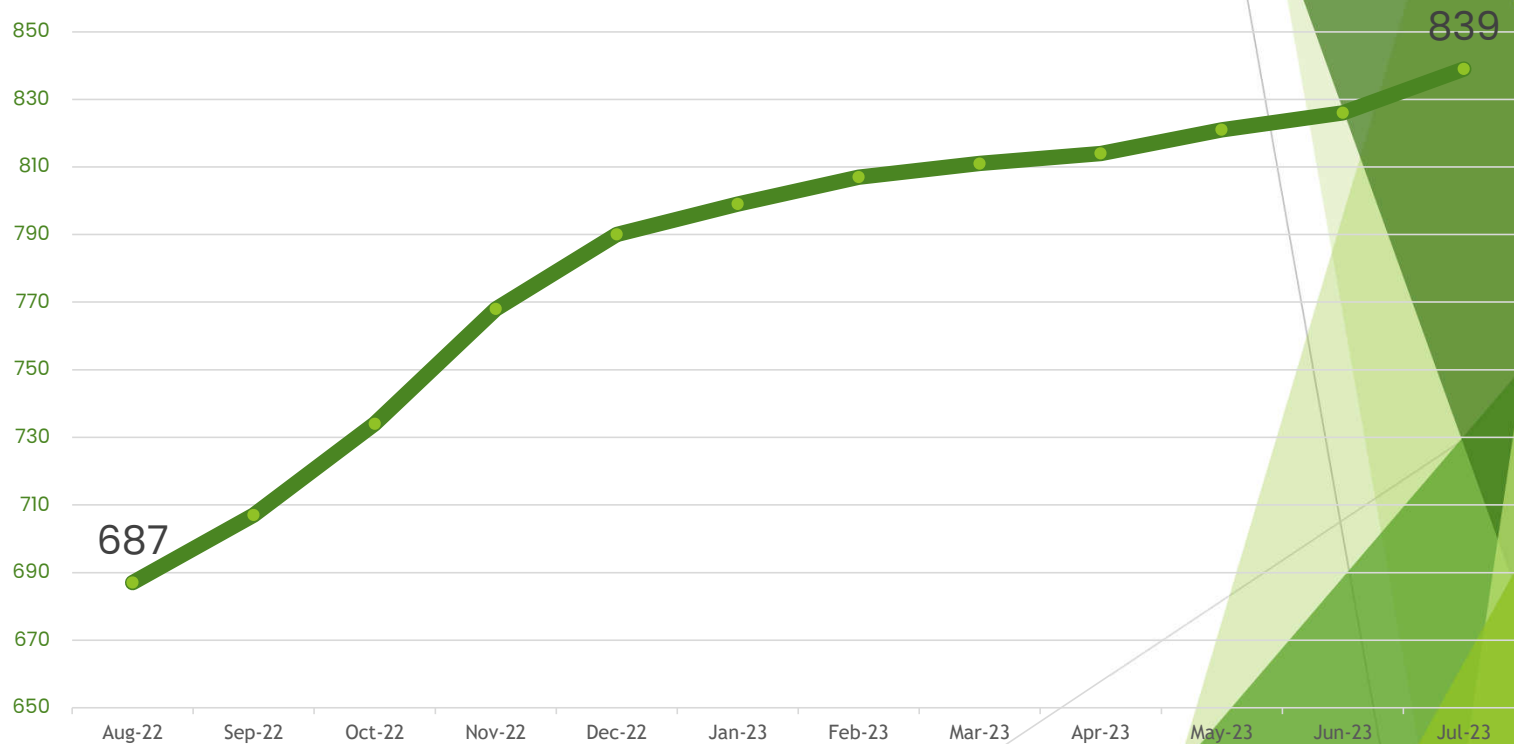
First Year Improvement

Average: 125–175 GreenZone point increase within first 12 months of deployment
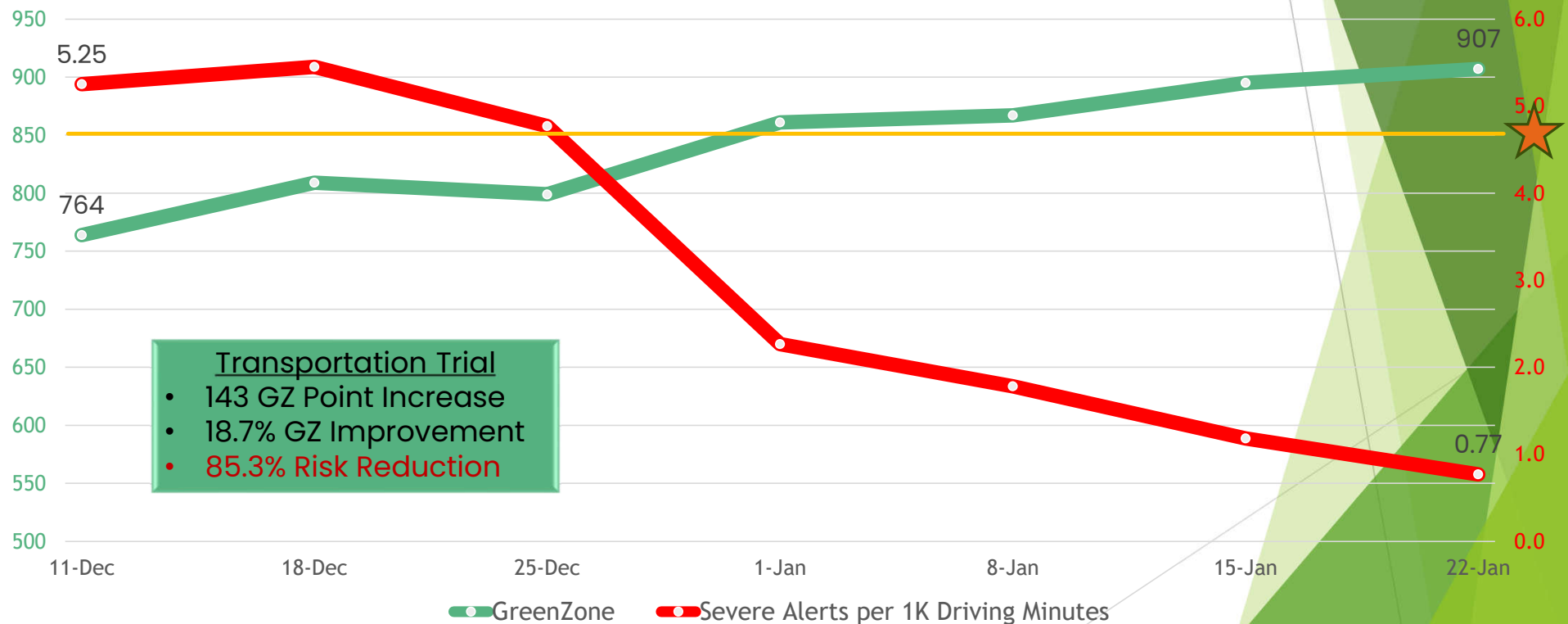
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100
Driver.i®
Customers

12 Months
173 Million Driving Minutes
110 Million Driving Miles

687

839

Y-axis: 850, 830, 810, 790, 770, 750, 730, 710, 690, 670, 650

X-axis: Aug-22, Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23

Accidents x GreenZone Score

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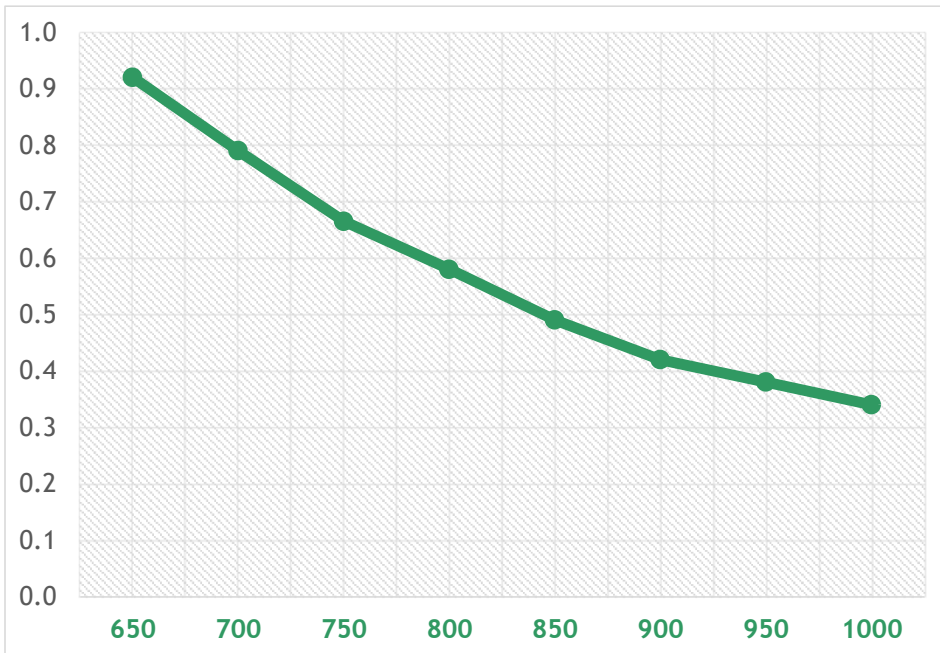
(Long-Haul / Linehaul / Dedicated)
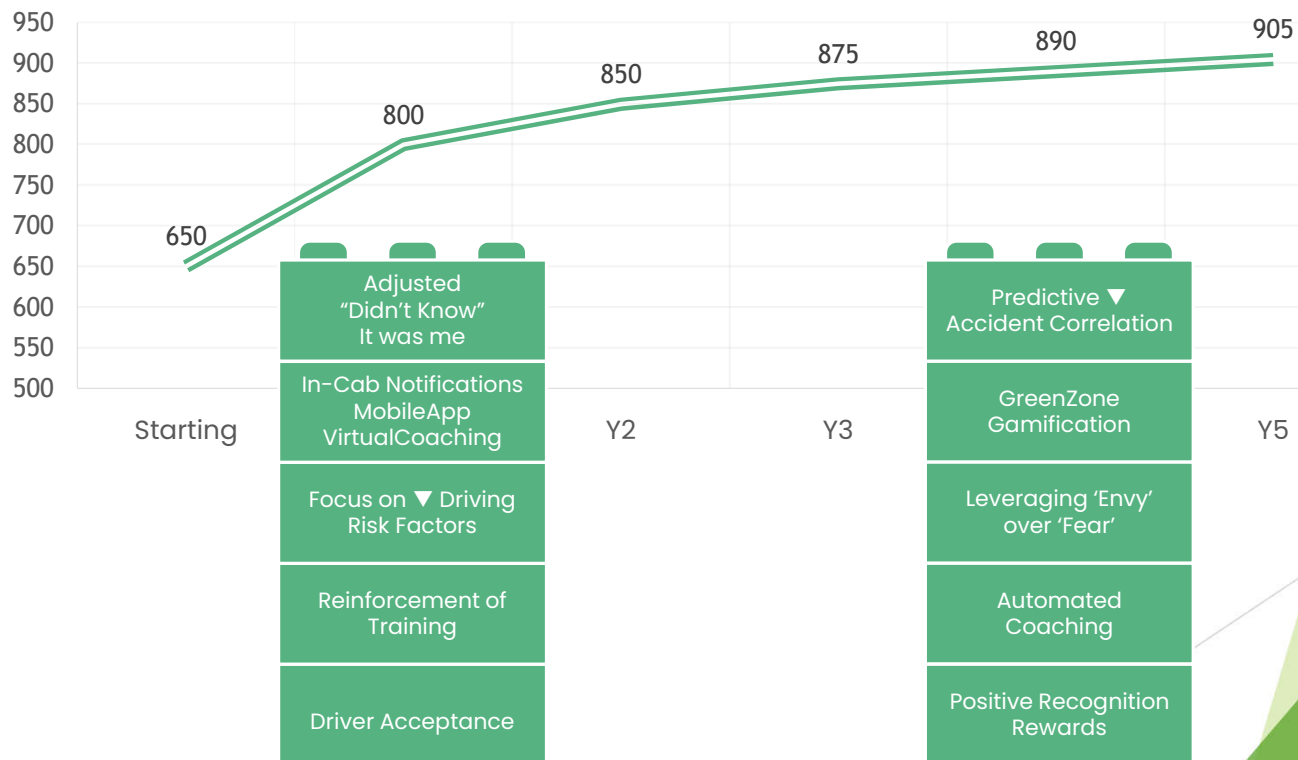[14% to **17%*** increase for every 50-point GZ increase]
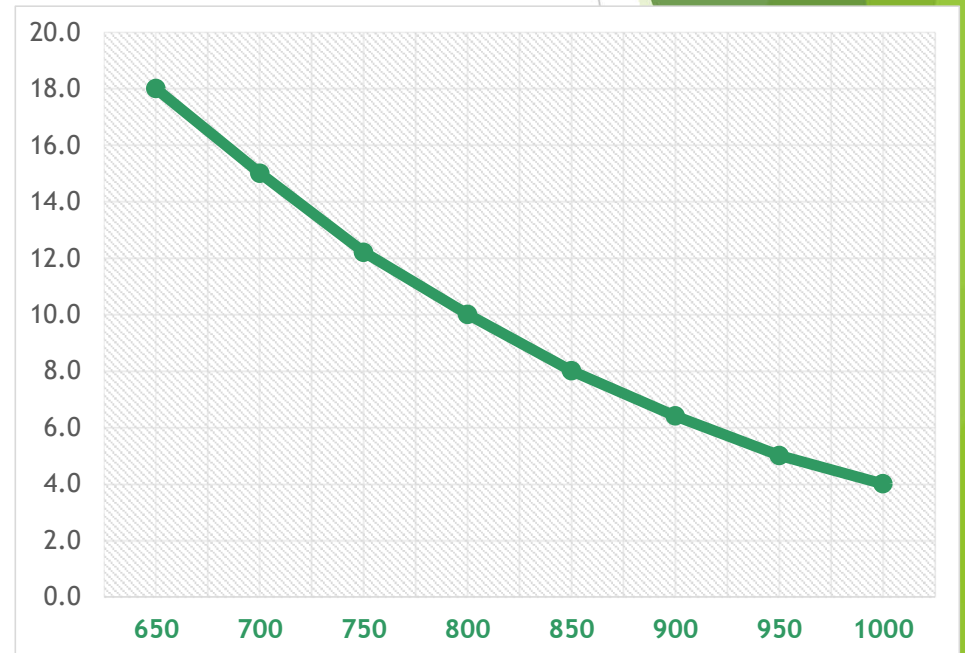
(B2B/B2C/Last Mile)
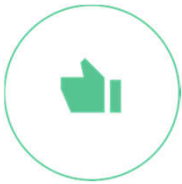[19% to **22%*** increase for every 50-point GZ increase]

Building Blocks to Score Improvement
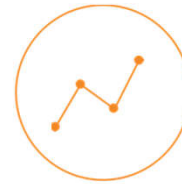
Implementing Safety Strategies

Starting: 650	Y2: 800		850	875	Y5: 890, 905

First block stack:
- Adjusted "Didn't Know" It was me
- In-Cab Notifications MobileApp VirtualCoaching
- Focus on ▼ Driving Risk Factors
- Reinforcement of Training
- Driver Acceptance

Second block stack:
- Predictive ▼ Accident Correlation
- GreenZone Gamification
- Leveraging 'Envy' over 'Fear'
- Automated Coaching
- Positive Recognition Rewards

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Case Study: Results Overview

20% Increase in Greenzone Score

65% Reduction in Severe Alerts

34% Reduction in Moderate Alerts

72% Increase in Driver Stars

81% Reduction in Speeding

22% Reduction in Distraction

15% Reduction in Stop Sign Violation

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Case Study: Aim Driver Saves a Life

"The Netradyne solution trained me through awarding **Driver Stars** to move over for people on the shoulder; now I have a new outlook on why."

– Driver

+0.75G

BKWD|LEFT

SPEED
LIMIT
70

−0.75G

FWD|RIGHT