

ebook

New Level of Fleet Safety with Video Intelligence

COACHING THE NEXT
GENERATION OF DRIVERS

 FleetComplete®



Investing in your business's greatest asset

What would your business be without its people? Whichever industry you're in, your fleet drivers are a core part of your team.

As well as acting as the first point of face-to-face contact with clients, your drivers are responsible for safe and efficient delivery of your product or service to its end destination. Having an excellent product offering or the best sales team in the world cannot complete the customer experience without good drivers behind the wheel.

It's in your best interest to nurture your people to be the best that they can be. Because exceptional drivers will, in turn, drive your business's success. And that's exactly what you can achieve with in-cabin driver coaching solution like Vision by Fleet Complete.

Are you supporting your drivers to perform at their peak?

To self-assess your current approach to driver coaching, ask the following questions:

- How do we ensure standardized training and performance review for our drivers?
- What is our driver coaching process?
- How do we identify and rectify aggressive driving behaviors?
- Over the past 12 months, how many minor and major road incidents were our fleets involved in, and at what cost to the business?





The real cost of aggressive driving

Reckless drivers do more than hurt your reputation; they can also cause real harm to themselves and other road users. And whenever safety is significantly compromised, your business will be left to pick up the bill.

Aggressive driving is a term used to encapsulate specific dangerous driver behaviors, such as speeding, running red lights, tailgating, and lane drifting in traffic. For transport fleets with heavy vehicles and heavy loads, factors like harsh accelerating, braking, and cornering also come into play.

Aggressive driving is a real problem, both in business and for other road users as a whole—and it seems to be getting worse. In fact, 73% of drivers are worried that it's a bigger problem than it was just three years ago.

Have you stopped to think about how these behaviors could be costing your business unnecessarily?

Accident costs

It's clear that reckless driving contributes to deaths on the road. In fact, in 2016, 55% of fatalities were attributed to aggressive driving. And when you consider that on-the-job accidents cost employers an average of \$74,000—but can exceed \$500,000—then it really starts to hit home that improving driver performance is a necessity.

Vehicle and fuel costs

Harsh cornering, accelerating and braking can cause premature wear and tear to your vehicles' parts, particularly the brakes, which means costly replacements and repairs. What's more, it's also a good way to waste fuel—up to 40% more*, to be exact.

Speeding costs

Without encouragement to change behavior, creeping over the speed limit is likely to be an ongoing problem in your fleet—racking up a stack of speeding tickets to prove it. In fact, speeding increases your risk of fatal crashes by 17%.

<https://www.zmescience.com/other/videos/fuel-economy-costs-money/>



Why driver coaching is the answer

Getting to the 'why' of poor driving performance is not as straight forward as it might seem. It's clear that part of the problem comes from drivers who are unaware that their habits are considered aggressive, but the problem is more complex than purely ignorance.

Take, for example, drivers who are paid per job completed. They may be tempted to speed when they think they won't get caught if it means getting the job done more quickly and, therefore, earning themselves a higher wage.

The solution, then, must be equally focused on improving driver skill as well as holding drivers accountable for their own behaviors. That's where driver coaching comes into the equation.





The challenges of traditional training

When we think of driver training, we might think of an in-person or online course which outlines safe driving behavior, or maybe even replicates some of the scenarios you might encounter. Conversely, driver training might be a general conversation between the fleet manager and the drivers.

However, consistency in training might be lacking if those discussions are not regular enough, and the driver will most likely revert to the original habits within a short period of time. There are also other factors at play.

Variation exists among drivers

Performance will vary widely within your fleet—some people will be better drivers than others. A training effort that only delivers broad skills acquisition to everyone doesn't account for this variation, meaning that your training will be too advanced for some and too basic for others.

Theory versus reality

The simple truth is that nothing compares to the real world. We can be told something a thousand times, and we might even be able to pass a test online, but it still may not impact performance behind the wheel.

Accountability concerns are ignored

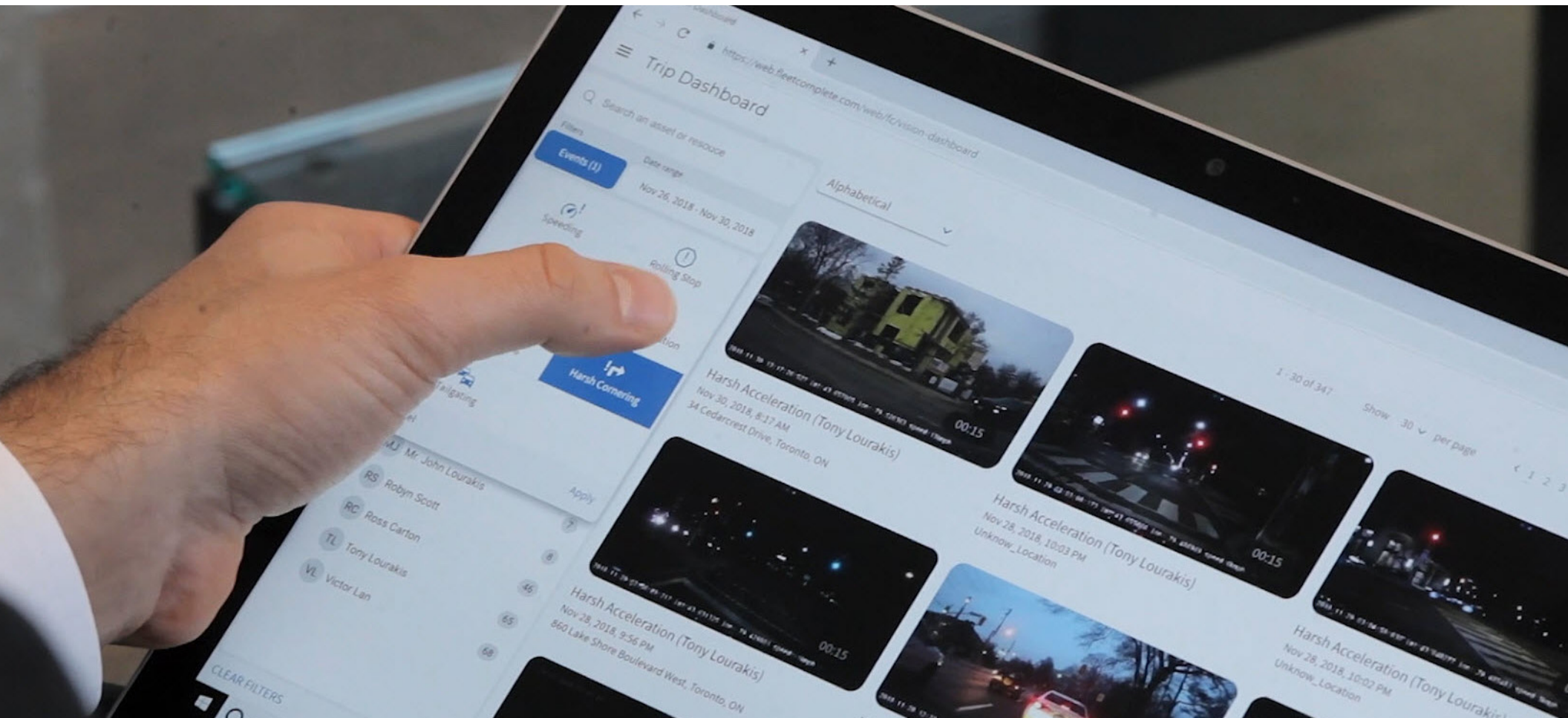
While effectively conveying the safety risks of aggressive driving might be enough to improve some drivers' performance, it's only half of the solution. Correction is needed when drivers are out on the road, and failure to adjust behavior needs to lead to consequences.

The role of telematics in nurturing better drivers

Today's fleets rely on a suite of integrated technologies to deliver the best possible service safely, quickly, and cost-efficiently.

But far more than just location tracking and safety monitoring, an increasing number of businesses are seeking solutions to address larger business problems through telematics technology—and one of them is driver performance.

Fleet Complete's video solution – Vision – acts just like a driving coach, sitting in the passenger seat with an extra pair of eyes on the road. Through advanced sensor analytics and front-facing dash camera, Vision is able to detect traffic violations as they happen and alert drivers through real-time voice feedback, while capturing the evidence into a short video clip.





Drivers are able to review these video clips on their own time in a personalized Vision mobile application, while fleet managers can do the same from their Fleet Complete web account.

Rather than allowing bad habits to continue, Vision equips your drivers with everything they need to work out their own weaknesses, significantly improving their driving performance with a gamified approach to coaching.

It's a highly personalized, real-life and real-time solution that holds drivers accountable for their own driving behavior.

What's more, Vision will integrate seamlessly with your existing and future fleet management software, simply adding another layer of safety without compromise.



A solution designed to benefit your drivers

Driving within a fleet is a far cry from driving a personal vehicle on the weekends. There are unique factors that need to be addressed with a telematics solution if driver performance is to be curbed.

Fleet Complete Vision is designed to benefit your drivers in your fleet.

Self-coaching

We learn best by doing—not by hearing or watching. Drivers who want to improve their own driving will thrive with self-coaching. It puts them in charge of their own progress, empowering them to improve rather than making them feel as if they are being judged.

Event Capture feature

Vision will record a short video when aggressive driving is detected, and store in the Vision app to be reviewed after the trip is completed. Not only can video evidence help drivers understand their mistakes, but it can also protect you in the event of a dispute or accident, without having to search through massive amounts of footage.

Gamification

One of the most common concerns with introducing new performance-focused technology is that it will make for more chores. After all, most initiatives to improve business efficiency can make things harder before they get easier.

But Fleet Complete Vision is different. Not only is it integrated into your fleet tracking platform so that there's no frustrating on-boarding period, it applies a gamified approach to improving your driving performance, creating some healthy self-competition. Just like fitness apps do.

Driver Safety Scorecard feature

The Vision app features a dedicated dashboard with a score system that shows any one driver's performance points. They can replay and review any instances of poor driving that deducted points and try to boost their score the next time they drive.





Distraction-free driving

At all times when behind the wheel, your drivers need to be paying their full attention to the road ahead. Technology aiming to improve safety is useless if it causes a decrease in driver attentiveness in the process. Fleet Complete Vision displays nothing on-screen to distract drivers while driving. State-of-the-art sensors detect road signage and lane marking, while Artificial Intelligence compares driving behavior against these parameters.

Live coaching alerts

At any time a traffic violation is detected, Vision will sound a real-time, in-cabin alert, reminding drivers to adjust their behavior as it happens, without taking their eyes off the road.



The Fleet Complete advantage

If Vision is the right choice for your fleet, then turn to Fleet Complete to make it happen. Our capable team can install and integrate the software, and train your team to get the most out of every feature, so that you can start reaping the benefits of this cutting-edge driver coaching technology.

A leader in fleet telematics, Fleet Complete currently helps over 30,000 clients worldwide improve accountability of asset engagement, increase staff productivity, create operational efficiencies, comply with regulations and gain significant savings.

Want to discuss Vision for your business?

We would love to. You can either visit www.fleetcomplete.com for an overview of our product offerings, or call us on 1-800-220-0779.

HEAD OFFICE

88 Queens Quay West
Suite 200
Toronto, ON, M5J 0B8
Tel: (905) 944-0863

SUPPORT

1-800-220-0779

Puerto Rico Toll-Free

1-855-823-8056



© 2018 Fleet Complete. All Rights Reserved.

Helping Fleets Thrive™