

eBook

6 Ways to a Safer Fleet

To help reduce the growing cost of unsafe driving and traffic accidents, fleets need to set and achieve specific driving safety goals.

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The benefits of improved fleet safety

The benefits of promoting a safer fleet extend beyond just preventing traffic accidents, death or injury. Safer driving habits can lead to decreased fuel costs, reduced vehicle wear and tear, and improved compliance.

6 safety goals every fleet can achieve

1. Reduce speeding
2. Reduce hard braking and acceleration
3. Reduce excessive driving
4. Improve vehicle safety through better maintenance
5. Improve driver protection in emergency situations
6. Implement proactive coaching for drivers who need help

Before you start

Before you begin your journey to better fleet safety, consider the following questions:

- Do we have a clear safety policy written and signed by drivers?
- How will we measure and enforce the safety policy?
- How will we coach and reward drivers to help achieve the goals?

The answers to these questions will help you develop your fleet safety initiatives in a way that maximizes their benefits, while improving employee engagement and buy-in.



1. Reduce speeding

Beyond wasting fuel, speeding increases the risk of accidents and can lead to other behaviors that put your drivers and others at risk.

- Compare vehicle speeds to posted speed limits.
- Receive automatic speeding alerts when drivers exceed preset thresholds.
- Track speeding incidents by driver and vehicle.
- Use historic speeding reports to coach employees.

With GPS tracking, you can monitor vehicle speed and location to reduce incidents and help keep employees, other drivers and pedestrians safe.



On-the-job fatalities resulting from pedestrian vehicle incidents (i.e. they were struck by a vehicle on the roadside or at a job site) increased in 2016 to 342 fatalities.¹



Aggressive driving can decrease a vehicle's fuel economy by up to 20-30%.²

2. Reduce hard braking and acceleration

Hard braking and acceleration can often be a sign of speeding, aggressive driving or distracted driving. A telematics system that includes engine and vehicle diagnostics can help reduce these unsafe behaviors because the system is able to:

- Identify when and where hard braking or acceleration events occur.
- Send automatic alerts via text or email.
- Provide customizable driver behavior reports for management follow-up.

With this data, you can make drivers more aware of their unsafe driving habits and coach them to improve.

3. Reduce excess driving

The more time drivers spend on the road, the greater the risk of accidents or breakdowns. A fleet management system can help reduce unnecessary driving by:

- Routing vehicles more efficiently.
- Reducing unauthorized vehicle use.
- Managing daily start and end locations so drivers can start closer to their jobs each day.

Ensuring that employees drive only when necessary can also help improve customer response times and cut down on costly overtime. Reducing wear and tear on vehicles can make them less likely to suffer unexpected breakdowns.



4. Improve vehicle safety through better maintenance

A well-maintained vehicle is a safer vehicle. A telematics system with engine diagnostics provides many tools for helping to streamline maintenance processes and keep vehicles in safe operating condition.

- Set proactive reminders for oil changes, tune-ups and other preventive maintenance activities.
- Monitor automatic engine diagnostic alerts to identify minor problems before they become major ones.
- Track all service records automatically, including maintenance performed, date of completion and service technician information.

Using the mileage tracking and vehicle health reporting features in telematics you won't need to depend on drivers to supply this information, ultimately saving time and money.



In a multi-year survey from the National Highway Traffic Safety Administration, tire issues ranging from under-inflation to blowouts were an underlying factor in 9% of crashes.³

5. Improve driver protection in emergency situations

Inclement weather, poor road conditions and remote locations can all impact driver safety. Drivers can run off the road, get stuck in snow or mud, or break down in isolated areas. When these situations occur, GPS tracking can pinpoint the exact location of a vehicle so you can send help quickly.

To improve safety in remote locations, some GPS vendors offer satellite coverage. Combined with cellular communications, this provides comprehensive global vehicle tracking, allowing you to stay in touch with vehicles in areas where there is no cellular coverage.



6. Implement proactive coaching for drivers who need help

It's important to clearly communicate how the GPS tracking system will be used to measure performance and maintain policy compliance.

Inform drivers that the GPS system is a training tool to reduce costs, improve driving habits and increase driver safety. The primary focus should be on rewarding drivers for developing safer, more efficient driving habits.

Telematics gives your drivers near real-time feedback using in-cab alerts, providing them with training they need, when they need it. Just-in-time safety training is proven to be much more effective in reinforcing good habits than general or group coaching sessions.

Drivers can use their smartphone or tablet to check-in daily, tracking their progress against agreed safety benchmarks and other drivers.

Telematics – your key to an easier fleet safety program

Advanced telematics solutions – including GPS tracking hardware that can be installed across your fleet vehicles – can help you achieve each of the safety goals outlined in this guide.

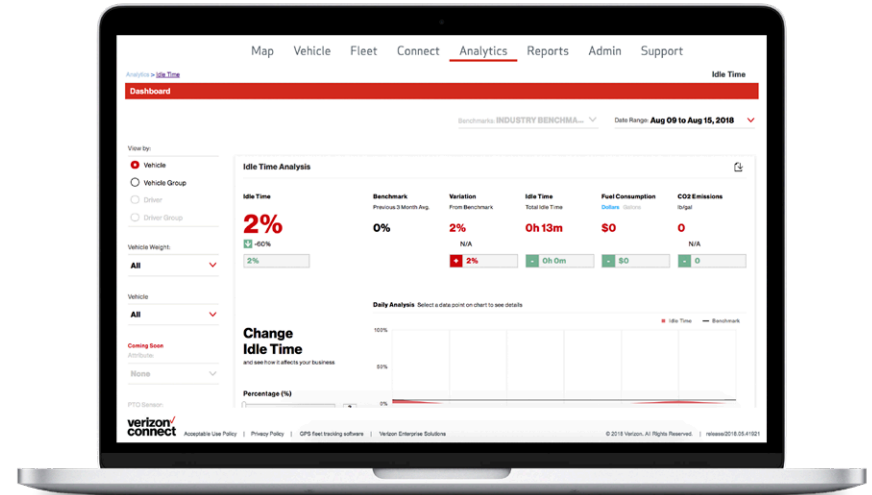
Positioning telematics to your drivers as a way to help keep them safe can help overcome perceptions and objections drivers may have about being micromanaged by these systems.

When you communicate the different ways fleet management solutions can help protect drivers, such as the six safety goals included here, it demonstrates that you care about more than just budgets. The ultimate goal is to

help you develop a culture where everyone in your organization understands the importance of safety and strives to achieve it. Following these guidelines can lead to a safer, more efficient fleet, which can lead to a reduction in costs associated with accidents, violations and vehicle breakdowns.

Verizon Connect telematics solutions offer a range of features to help you keep drivers safer including automatic alerts for vehicle manufacturer safety recalls and satellite connectivity for monitoring vehicles outside cellular coverage.

To learn more about what we offer, as well as free resources for fleet managers, please visit our website: verizonconnect.com or call 866.844.2235.



1 "Census of Fatal Occupational Injuries Summary, 2016." Bureau of Labor Statistics, U.S. Department of Labor. December 2017. <http://www.bls.gov/news.release/cfoi.nr0.htm>
2 "Eco-Driving: Strategic, Tactical, and Operational Decisions of the Driver that Improve Vehicle Fuel Economy." University of Michigan Transportation Research Institute. August 2011. <https://deepblue.lib.umich.edu/handle/2027.42/86074>
3 "Tires: Your safety and your life are riding on them." National Highway Traffic Safety Administration. June 2013. <http://www.nhtsa.gov/nhtsa/Safety1nNum3ers/june2013/SafetyInNumbersJune2013.html>
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