

eBook

# How Smart Video Fuels Smart Business

Innovative dash cams and  
AI are reshaping safety  
and efficiency for fleets

**verizon**<sup>✓</sup>  
**connect**



# The technology of tomorrow is already here.

**Innovations that once felt decades away are changing how business is being done today.**

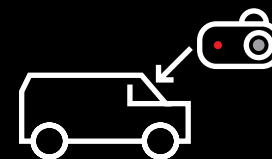
If your business relies on a mobile workforce, you're all too familiar with the uneasiness of not seeing the full picture.

Telematics and dash cam technology can help by gathering driving data but can add to the burden on fleet managers. Manually analyzing mountains of driver behavior metrics and video footage is overwhelming. Technology that's meant to enhance business and mitigate liability becomes a burden.

The solution is an integrated system that pairs telematics data with video powered by artificial intelligence (AI) to classify events by severity and notify you of those that require your attention, as machine learning continuously improves its ability to analyze events. Technology that once seemed unrealistically futuristic is already helping fleet owners and managers more effectively address safety and liability.

Integrated video can act as an unbiased witness, an indispensable driver-training tool and a virtual goldmine of data. These all work together to provide valuable analytics to help improve safety, efficiency and cost measures to maintain a peak competitive advantage.

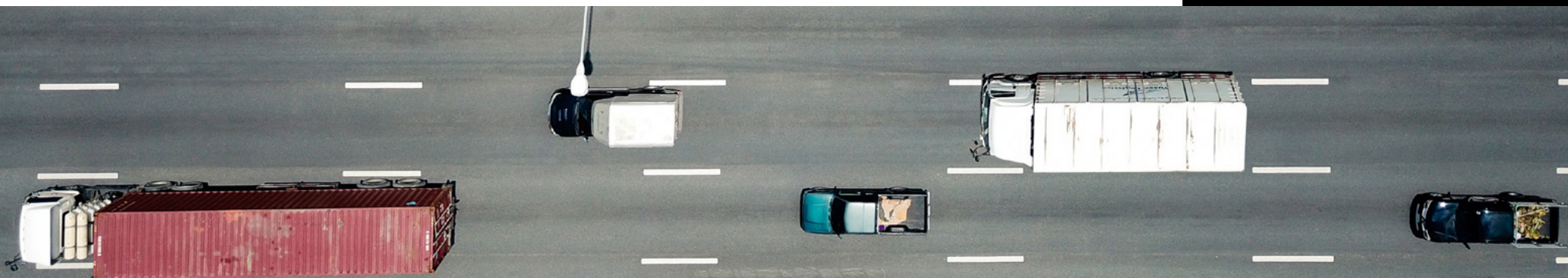
Fleets can reap significant benefits from dash cam video technology. Know what to look for when choosing a solution.



**The number of vehicles that have video systems is projected to grow**

# 22%

**by 2020 to over one million.<sup>1</sup>**



<sup>1</sup><https://www.fleetowner.com/technology/fleets-expand-use-cab-video-driver-training-accident-prevention>

# Protect what you've built

A key benefit of an AI-enabled, integrated video solution is that it can help businesses that employ drivers or mobile workers to protect their hard-earned reputations while promoting decreased workload. An integrated solution can streamline the use of video and telematics data to create a complete picture that empowers businesses to help protect vehicles, employees and other drivers on the road. It can enhance driving safety and their reputations by aiding them in effectively addressing false liability claims.



## Know the whole story

The full context of harsh driving and accident events can be reconstructed, including driver behavior, weather conditions, the position of vehicles involved and other circumstances for informed decision making.



## Strengthen trust in your employees

You can confidently trust and support your employees without having to do so blindly. Combat false liability claims with video evidence to help establish the facts.



## Aid in keeping cost of false claims down

Video proof can also help prevent hikes in insurance premiums or damage payouts resulting from unchallenged false accident claims.



## Keep your standard for drivers high

Though telematics and video data don't eliminate unsafe driving behaviors on their own, they help you more effectively address those behaviors before damage is done.

On average,

# 20%

of a company's fleet will be involved in an accident this year.<sup>2</sup>

## The average cost of an accident:

**\$11 million**

for a fatal accident

**\$500,000**

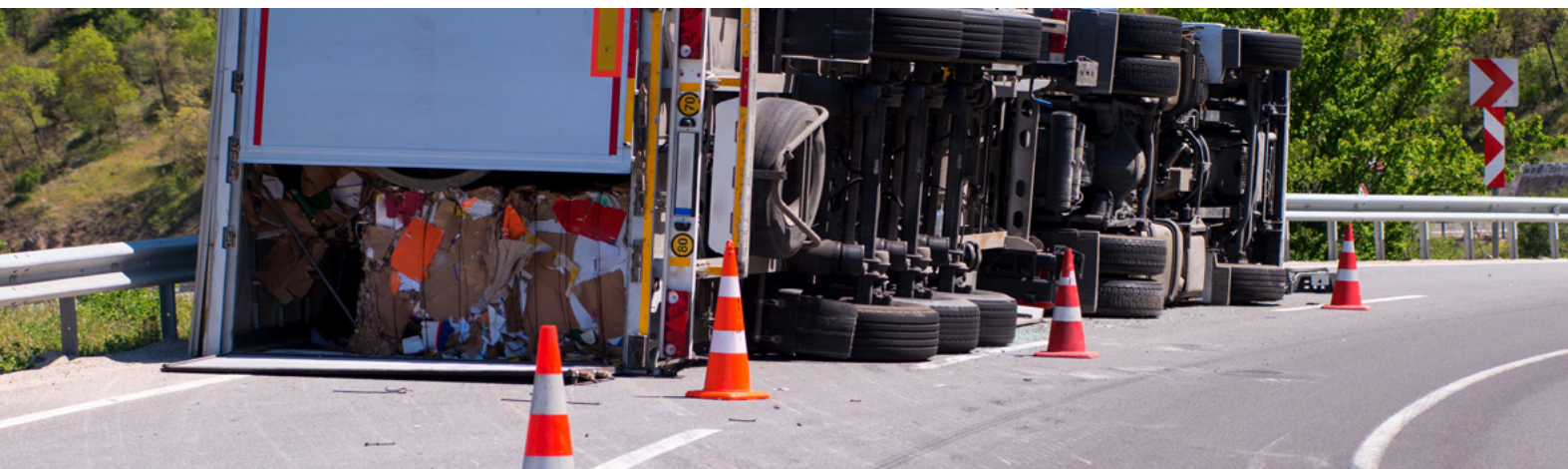
for accidents with injuries

**\$75,000**

for incidents that cause damage

**\$280,000**

for out-of-pocket settlements<sup>1</sup>



# Reinforce trust and boost confidence

It's common to hear objections and concerns about technology that collects data or tracks movement, but dash cam video technology can help increase trust within your organization.

The key is to be transparent with employees early on about the goals for the new technology and how it will help the organization as a whole by providing objectivity and enabling you to increase overall fleet safety and operational efficiency.<sup>3</sup>

Suspicion and discord are exacerbated by lack of information and unclear communication, so take every opportunity to establish trust and cooperation from the start.

## **Provide access to live demos and have candid conversations to promote the benefits of video technology.**

- Video footage can help you address liability claims and accusations that can potentially harm your reputation by providing the full context of disputed events.
- Unbiased evidence can bolster drivers' accounts of what happened and your defense of them, reinforcing your trust in each other by diminishing uncertainty.
- The ability to reduce claims payouts and decrease insurance premiums directly impacts revenue, potentially

leaving more funds available for salary increases, bonuses, employee incentives and fleet improvements.<sup>4</sup>

- Solutions that integrate with telematics systems can provide data that can help improve vehicle safety which can lead to improved, customized driver training based on actual events rather than assumptions.
- Data gathered can be used to reward safer driving with safety-incentive programs, as opposed to merely calling out unsafe behavior.

## **Tips for talking to your drivers**

### **1. Discuss**

Have a conversation with your drivers about how, when and why video will be recorded and used.

### **2. Reassure**

Let them know that video recordings are not intended to be a means of surveillance but rather are about incorporating tools that can help create better results for the business.<sup>3</sup>

### **3. Show**

Provide the opportunity for employees to participate in a live demonstration.

### **4. Reinforce**

Share your implementation plan, and address employee questions or concerns on an ongoing basis.

## **What employees think of being tracked by GPS<sup>4</sup>**

**Those who have not been tracked:**

**16%** have a positive opinion  
**38%** have a negative opinion

**Those who have been tracked:**

**54%** have a positive opinion  
**5%** have a negative opinion



# Use facts over assumptions in coaching

Businesses using telematics already have a leg up on driver coaching, but now video enhances coaching by providing context around areas for improvement.

Use data about an event, such as speed and routes driven, with actual footage for customized and more effective driver coaching and safety programs.

## Video can help safety programs be more effective when you:

- Enhance existing driver training programs with real examples of problematic behavior rather than assumptions based on incomplete information.
- Provide factual accounts of unsafe driving incidents (harsh braking, hard cornering, rapid acceleration) so drivers get a better sense of what needs improvement.
- Enable fleet managers to customize and tailor coachable moments based on each driver's unique style and specific needs.
- Integrate with a telematics solution that provides driver-scoring reports to rank drivers based on safety performance.
- Reinforce fleet managers' safe-driving policies as part of accident-reduction efforts.
- Make it possible to instantly reward drivers (as part of an incentive program) for demonstrating safer driving habits.



**Video technology could reduce fatal crashes by up to 20% and injury crashes by up to 35%.<sup>1</sup>**

**Video is useful for accident investigation, and also for coaching unsafe driving behaviors such as speeding, rapid acceleration, hard braking and harsh cornering.**

**When managers integrate dash cam video with fleet management, they can include video in driver-safety scoring reports. This can help educate drivers about safe driving behavior and support them in learning how to improve.<sup>5</sup>**



# State-of-the-art made simple

Innovations in camera hardware and video analysis tools, like AI and machine learning, mean there's even more to learn before you sign that contract. Make sure the technology is intuitive, comprehensive and provides capabilities that easily integrate with your telematics and GPS system.

## Look for these features in a video solution:

- ✓ HD, commercial-grade camera for quality recordings
- ✓ Wide sight lines for a potential full view of an event
- ✓ Automated mobile and desktop alerts when new video footage is available
- ✓ Continuous transmission directly to a single source
- ✓ Automated analysis that notifies you of relevant footage within minutes
- ✓ Video classification by severity backed by AI analytics
- ✓ Access to video footage by request



## What to look for in a fleet management solution

If you have not yet invested in a telematics system or are looking to upgrade your existing solution to better integrate with a video solution, look for platforms that offer:



Access from virtually anywhere with the ability to view data and maps on multiple devices.



Detailed maps that let you view near-real-time activity and status of all vehicles, workers and equipment.



Easy-to-use dashboards that show you up-to-the-minute fleet analytics.



Coaching modules to help fleet managers underscore safe driving behaviors 365 days a year.



# The road ahead

Video recordings can help businesses improve driver behavior and mitigate business risk by providing visual context around harsh driving events, collisions and other incidents.

And insurers have begun taking note – some companies may offer discounts to businesses who roll out these solutions. Beyond the obvious concern about causing harm to anyone, businesses stand to lose a lot in revenue and reputation in these events. Cost savings from reducing insurance premium

hikes and physical damage is an added bonus of investing in AI-integrated video tools.

In addition to potential cost savings related to insurance, vehicle maintenance and route optimization, fleets and fleet managers can help achieve greater operational efficiency and better-informed decision making with an investment in dash cam video. And given that modern solutions are mobile, easily connected through the cloud and seamlessly leverage AI-powered analytics to take

advanced telematics to the next level, there's no better time for organizations to get on board.

As states, cities, roads and vehicles continue to adopt smart, connected technologies, it's clear we've only scratched the surface of what AI-powered systems and tools will allow us to do. For modern fleets, embracing next-gen dash cam video solutions puts them one step closer to unlocking advanced capabilities to help with increased trust, training, cost savings and more.

## The business cost of vehicle accidents

Commercial fleets experience an annual accident rate of approximately 20%, in part due to increased miles driven per year.<sup>6</sup>

Collision insurance claims in the U.S. are at the highest levels in 10 years.<sup>7</sup>

Of vehicle-crash injuries, 53% cause employees to miss work.<sup>8</sup>

OSHA reports that motor vehicle crashes cost employers \$60 billion annually.<sup>2</sup>

Accidents including injuries and vehicle damage increase insurance rates by about 33%, and without injuries, about 23%.<sup>7</sup>

# Back up your reputation, your word and your drivers

**Innovations in video, powered by AI and machine learning,  
are reshaping safety and efficiency for businesses.**

Smart video can help improve driver behavior and mitigate business risk by providing visual context around harsh driving events and other incidents. Objective video evidence gives you a rock-solid defense to protect your reputation and bottom line while boosting confidence in your employees.

**Visit [verizonconnect.com/video](https://verizonconnect.com/video) or call 866.844.2235 to learn more  
and request a free demo of Verizon Connect Integrated Video.**



<sup>1</sup><https://www.fleetowner.com/technology/fleets-expand-use-cab-video-driver-training-accident-prevention> <sup>2</sup><https://www.constructionequipment.com/true-costs-fleet-accidents> <sup>3</sup><https://www.fleetowner.com/technology/how-introduce-gps-tracking-employees> <sup>4</sup><https://www.tsheets.com/gps-survey> <sup>5</sup><https://www.fleetequipmentmag.com/fleet-managers-in-cab-video-monitoring/> <sup>6</sup><https://www.benzinga.com/news/18/12/12865576/insurers-get-behind-in-cab-video-systems-even-if-drivers-dont-always-want-to> <sup>7</sup><https://www.automotive-fleet.com/303123/fleet-safety-metrics-reverse-negatively-accidents-increase> <sup>8</sup><https://www.fleetowner.com/safety/vehicle-accidents-cost-companies-57b-2017>

## About Verizon Connect

Verizon Connect is guiding a connected world on the go by automating, optimizing and revolutionizing the way people, vehicles and things move through the world. Our full suite of industry-defining solutions and services put innovation, automation and connected data to work for customers and help them be safer, more efficient and more productive. With more than 3,500 dedicated employees in 15 countries, we deliver leading mobile technology platforms and solutions.

