

eBook

How smart video fuels smart business

AI-backed video telematics with driver-facing and front-facing cameras is helping to reshape safety and efficiency for fleets.

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The technology of tomorrow is already here

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

If your business or organization relies on a mobile workforce, you're all too familiar with the uneasiness of not seeing the full picture. Video telematics can help by gathering driving data but can be an added task for fleet managers who already have a packed day. 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.

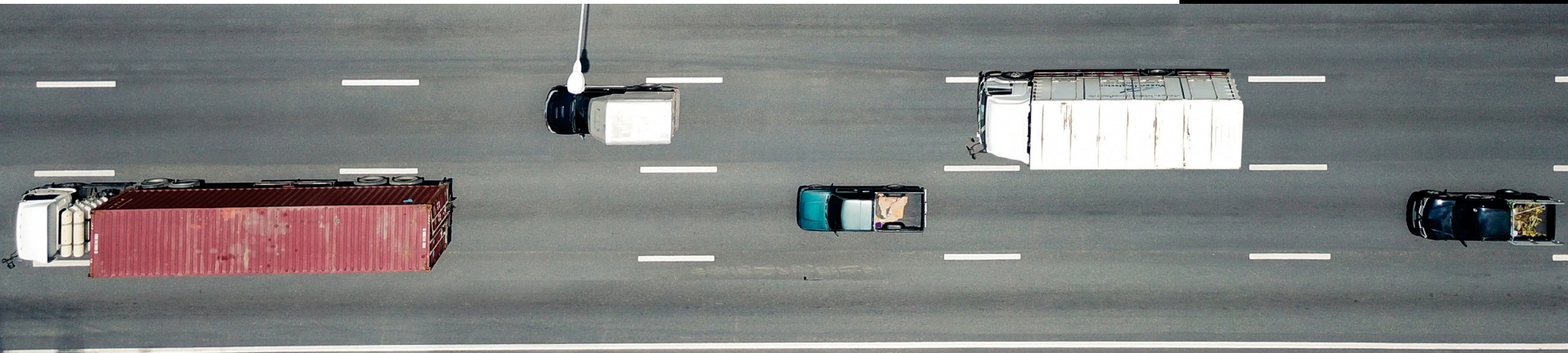
The solution is an integrated system that pairs telematics data with video powered by artificial intelligence (AI) to alert drivers in real time, classify events by severity and notify you of risky or unsafe driving. Footage can be tagged and used to facilitate coaching sessions where driver behavior is documented and monitored over time to help promote safe driving. When machine learning is involved, it continuously improves its ability to analyze

events. This technology is already helping fleet owners effectively address safety and liability.

Dashcams are becoming extremely important to everyday fleet operations. They can act as an unbiased witness, a training tool and a virtual goldmine of data, providing valuable analytics to help create a culture of safety.

“ The fleet market is leading the charge on making real gains in efficiency and safety with telematics, in-cab video, and safety technologies.”

Sherb Brown, President,
Bobit Business Media¹



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 unsafe driving and accidents can be reviewed, including driver behavior, vehicle locations and positions, weather, and anything else within view of the cameras.



Coach safe-driving behaviors

Automatic audible in-cab alerts can refocus drivers' attention and help prevent accidents. Fleet managers can also tag relevant footage for in-platform coaching sessions and monitor progress over time.



Aid in keeping down insurance costs

Combat false accident claims with hard evidence to help establish the facts. Having dashcam footage can help prevent hikes in insurance premiums and reduce damage payouts.



Create a culture of safety

Remind workers that safety is a top priority for your fleet and make drivers advocates for your mission by rewarding safe-driving behavior.

Distracted driving

remains the most significant ongoing risk for fleet managers, and they must implement policies around the use of technologies to minimize in-vehicle distractions.

\$55 billion

The monetary cost of traffic crash deaths in 2018, including medical expenses and lost work.²

\$74,000

The cost, according to the Occupational Safety and Health Administration (OSHA), when a worker is injured in an on-the-job crash.³



Reinforce trust and boost confidence

It's common to hear objections and concerns about technology that collects data or tracks movement, but 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 boost overall fleet safety and operational efficiency.

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.



Solutions that integrate with telematics systems can provide data that can help boost vehicle safety which can lead to improved, customized driver training based on actual events rather than assumptions.



Data gathered can be used to reward safe driving with safety-incentive programs, as opposed to merely calling out unsafe behavior.

Get drivers on board with video technology. Four tips to keep in mind.

1. Educate

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

2. Encourage

Let drivers know that video is not intended as a means of surveillance, it's an additional tool to create better results for the business—and a better environment for drivers.

3. Demonstrate

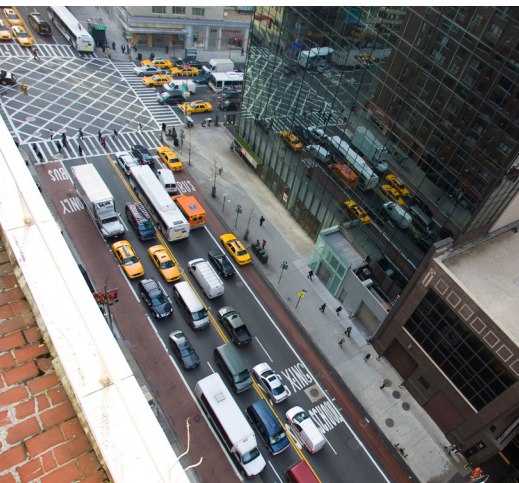
Give drivers the opportunity to see how the technology works by providing live demos and the chance to ask questions.

4. Support

Keep the lines of communication open by sharing implementation plans and addressing employee concerns.

Who's using in-cab video technology?

More than two-thirds of fleets use in-cab video to improve driver safety and protect themselves from false claims.⁴



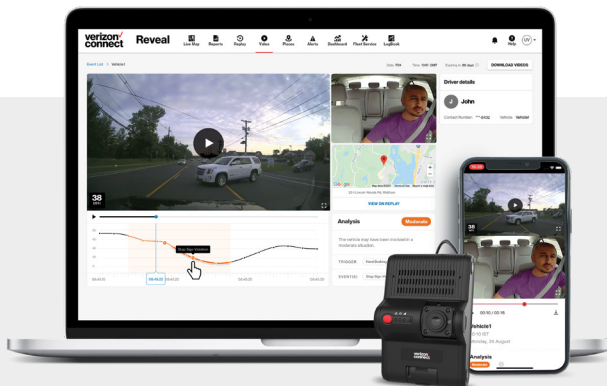
Use facts over assumptions in coaching

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 (e.g., 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.
- Easily assign coaching action status and add notes as you discover unsafe events and see which drivers need coaching.
- Integrate with a telematics solution that facilitates in-platform coaching to monitor progress and 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 safe-driving habits.
- Capture an in-cab visual of the driver to help determine possible liability due to distracted driving (e.g., texting, eating).



“ Before using a fleet tracking solution, things were a big mystery. A lot of it was crossing your fingers and hoping to goodness that the bottom line panned out the way you wanted it at the end of each day, month, and then year. We did the best we could with paper documentation, but there was a lot of chance for error and dishonesty.”

Robert White, Owner, Maple Hill Lawn & Garden



When it comes to harsh driving events, understanding context is crucial. Video can help protect your business and your drivers by making it easier to understand what happened before and after an event, and provide video evidence in the event of a false claim. Video can also help coach drivers on unsafe driving behaviors like speeding, rapid acceleration, hard braking or harsh cornering. When integrated with a fleet management system, you can better educate and prepare drivers for the future.

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.

When looking at a video telematics solution, look for these features:

- ✔ **Side-by-side view:** See footage from the road- and driver-facing camera at the same time.
- ✔ **Real-time in-cab audible alerts:** Cameras that alert drivers immediately when they are distracted to help prevent accidents.
- ✔ **Event notifications:** Managers and back-office staff can view and download footage within minutes of an accident or unsafe event.
- ✔ **Built-in AI technology:** Smart cameras and intelligent video analysis are essential for creating a culture of safety.
- ✔ **Full coaching workflow:** Guidance and tips based on video data help facilitate actionable safe-driving training opportunities.
- ✔ **In-platform coaching:** Track driving behaviors, hold coaching sessions and document progress – all using a single platform – to help promote safe driving.



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 an integrated video solution.

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 video solutions and advanced fleet technology helps increase trust with drivers, reduce costs and create a culture of safety.

The business cost of vehicle accidents

According to the Federal Motor Carrier Safety Administration (FMCSA), each large truck crash costs about \$91,000, and each one where someone is injured costs almost \$200,000. When a large truck crash causes a fatality, those numbers increase significantly to an average of \$3.6 million.⁵

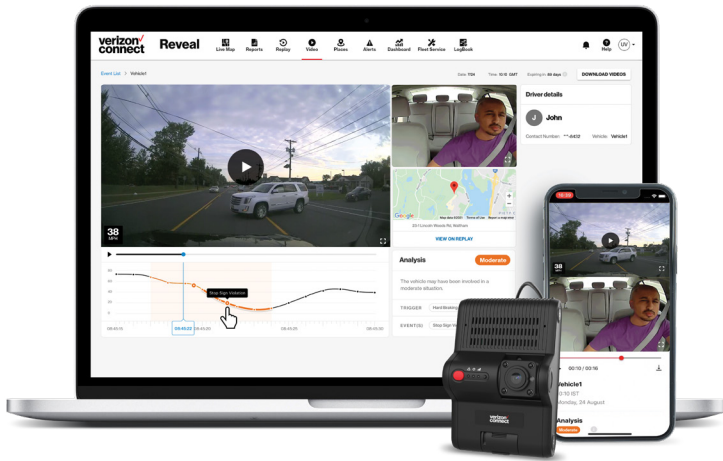
According to the National Institute for Occupational Safety and Health (NIOSH), having an in-vehicle monitoring system with in-vehicle driver feedback and supplemental supervisory coaching using driver- and outward-facing video led to a significant decline in overall risky driving behaviors and a decline in driving unbelted in comparison to a control group of drivers.⁶

Back up your reputation, your word and your drivers

Innovations in video powered by AI and machine learning are helping to reshape safety and efficiency for businesses.

Smart video can help improve driver behavior and mitigate business liability by providing visual context around harsh driving events, accidents and distracted driving. Objective video evidence gives you a defense to protect your reputation and bottom line while boosting confidence in your employees.

Visit go.verizonconnect.com/smartvideo or call 866.844.2235 to learn more about our dashcam solution.



¹<https://www.automotive-fleet.com/349785/the-real-transportation-revolution>
²<https://www.cdc.gov/transportationsafety/statecosts/index.html>
³https://www.osha.gov/sites/default/files/publications/motor_vehicle_guide.pdf
⁴<https://www.verizonconnect.com/fleet-technology-trends-report/>
⁵<https://www.fmcsa.dot.gov/safety/good-business/safety-good-business>
⁶<https://www.cdc.gov/niosh/newsroom/feature/in-vehicle.html>

