



4 steps to strengthen driver behavior and safety culture

Adopting technology to create a safety-first culture for your fleet organization

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Why create a safety-first culture?

Vehicle crashes are the leading cause of occupational fatalities. In 2023, the Bureau of Labor statistics reported that transportation incidents were the most frequent type of fatal event, accounting for 36.8 percent of work-related deaths.¹

According to the National Highway Traffic Safety Administration (NHTSA), an estimated 18,720 people died in motor vehicle crashes in the first half of 2024. This number is down about 3.2% compared to the same period in 2023, marking nine straight quarters of vehicle crash declines.²

The risk of losing employees in a crash is the most important reason to create a safety-first culture. Of course, vehicle crashes also have financial consequences.

Source

¹²<https://www.bls.gov/news.release/pdf/cfoi.pdf>

The costs of fleet vehicle accidents

- Vehicle repairs
- Increased downtime
- Injury claims
- Litigation fees
- Employee morale
- Lost productivity
- Damage to company reputation
- DOT interference
- Injuries and fatalities

Safety starts with culture

To develop a strong safety culture, everyone must feel responsible for safety and make it an integral part of daily operations.

The majority of crashes are caused by human error, so driver involvement is critical. GPS tracking and integrated video solutions help engage drivers in creating a safety culture by making them aware of their own driving behaviors and providing tools to help improve them.

Uncovering risky driving behavior is only part of building a strong safety culture. Fleet managers must also coach drivers to develop safer driving habits. Driver coaching requires clear safety goals, timely intervention and constructive feedback – and should be data-driven.

Telematics technology makes effective coaching possible by giving drivers and fleet managers data on their riskiest behaviors. These insights can serve as the basis for coaching sessions and setting safe driving goals. As drivers work on developing safer driving habits, fleet managers can see whether their performance has improved over time.

Video-based coaching and driver scorecards make coaching sessions fact-based, not personal. These technologies allow drivers to see how their behavior can positively or negatively impact their own safety, driving home a culture of safety.

Coaching drivers could be the most effective strategy your organization can employ to instill a safety-first attitude.





Step 1. Start the safety conversation

When adopting technology to support your fleet safety program, the first step is to gain organizational buy-in. A fleet safety program is only effective if drivers and leadership are fully committed, and clear communication to both parties is essential to achieve that buy-in.

Conversations with drivers

- Define goals
- Make expectations clear
- Answer questions
- Address concerns
- Provide ongoing feedback opportunities
- Emphasize what's in it for drivers: Going home safe each night

Conversations with leadership

- Stress that safety culture starts at the top
- Share goals
- Cover operational impacts
- Explain safety technology ROI
- Emphasize what's in it for the company: Employee safety, cost savings and reduced exposure to litigation

Step 2: Understand driver behavior

You can't coach drivers without establishing a baseline, so you'll want to gain an understanding of existing driver behaviors first.

Fleet tracking software and dual-facing dashcams help by allowing you to:

- Collect data and video footage for each driver
- Monitor how employees operate vehicles
- Measure driving performance
- Identify trends and behaviors to address

Monitoring driver behavior falls into two categories: how employees operate the vehicle and what they're doing behind the wheel.

- **Operating the vehicle:** With fleet vehicle tracking, managers can get reports on risky behaviors like speeding, hard braking or fast acceleration and can view video clips to understand the context of these events.
- **Behind the wheel:** With an integrated video solution, AI-powered dashcams can detect distractions, like phone usage, falling asleep, smoking and looking away from the road, and can capture clips of these events, and flag them for manager review.

When you pair AI dashcams and fleet tracking software, you'll get a clear picture of what is happening inside the vehicle and on the roadway surrounding it. You can also get notifications within minutes of an event or run reports and download video clips at a later time.

Customizable reports and dashboards summarize safety-related data and help develop trends and benchmarks that can assist in developing a driver coaching plan.

GPS fleet tracking and AI dashcam technology can help fleet managers:

- Identify the riskiest drivers in the fleet
- Know which drivers require/need additional coaching.
- Track progress and improvement.
- Use footage that allows drivers to see unbiased examples of their own potentially unsafe behaviors.
- Run fleet-wide reports to determine what negative behaviors are most pervasive within the fleet.
- Proactively correct risky driving behaviors that come to the surface.

Integrated video dashcam benefits

- **In-cab alerts:** AI-enabled driver-facing cameras can help reduce the likelihood of accidents by sending audible in-cab alerts for risky behaviors, like tailgating, distracted driving or driving while tired.
- **Protection against false claims:** Dashcams allow you to get the whole story by seeing reliable video evidence alongside fleet data to help protect your fleet against false accident claims, exonerate drivers and reduce unnecessary expenses.
- **Valuable coaching opportunities:** Video technology enhances coaching efforts by providing real context around areas for improvement. Data and unbiased video footage also enable customized and more effective driver coaching and safety programs and can help provide visual clarity around distracted driving behaviors within the fleet and proactively correct them.

Step 3: Coach to individual results

Once you understand driver behavior in your fleet, providing coaching that is customized to the driver is critical for achieving results.

Video-based coaching allows you to coach drivers using real video footage of their driving habits. Based on these sessions, you can create a plan customized to each driver.

Beyond individual coaching sessions, creating a workflow for what happens next is a vital part of coaching drivers to success.

Video-based coaching can help you develop a workflow that includes:

- Identifying driving trends to address with individual drivers or fleetwide.
- Delivering effective video-based driver training to the right person at the right time.
- Setting safety goals for individual drivers.
- Baselineing, tracking and monitoring driver improvements over time.
- Seeing where coaching has made a positive impact.
- Continually refining driver coaching for greater outcomes.

Traditionally, coaching drivers to success has relied on developing effective coaching sessions alone. Today's technology allows fleets to operationalize driver coaching, create a more holistic driver safety program, and gain deeper insights to drive safety outcomes.



A video based solution makes it easy to create a driver coaching workflow. Verizon Connect Integrated allows you to:

- Access a Video Driver Safety profile with a summary of events and behaviors to uncover driving patterns.
- Coach more efficiently by addressing similar events at the same time (e.g., all distractions).
- Document driver coaching and safety training sessions.
- Tag and add notes to individual video events.
- Mark events as coachable, being coached or pending.
- View coaching status and history.
- Track and monitor driver behavior over time.
- Create an audit trail of driver coaching and training.

Step 4: Reward successful drivers

Coaching drivers to success doesn't have to be punitive. Rewarding drivers for demonstrating improvement and operating vehicles safely is often a more effective method because it motivates them to be invested in the program.

Fleet management software can aggregate driver behavior data into a scorecard that shows you and your drivers how safely they are driving. You can use this score as the basis for rewarding drivers.

Rewards based on driver scorecards can include:

- **Performance awards:** Recognize drivers based on performance, like best overall score of the month, most improved, or accident-free driving for the year.
- **Individual prizes:** Reward individual drivers who achieve specific scores for the month or the year. Prizes could include an extra vacation day, gift cards, company apparel or other items that appeal to your drivers.
- **Team incentive:** Set a safety goal for the whole team. If the team achieves it, reward them all with lunch, the afternoon off, a gift or other prize.

Gamification, where drivers compete against themselves or others, can create an environment where competition leads to improvement.

Precision Door Service, a franchise garage repair and installation company, rewards the best driver each month with a gift card. This small incentive motivated one driver to reduce the number of speeding incidents in a week from 159 down to single digits.



Gamification pro tips

- Reward people who play by the rules as well as people who perform their best.
- Review the game periodically and refresh it to keep everyone interested.
- Use gamification as a motivational tool, not to punish bad drivers.

Consistency is key

Technology can make setting up a driver coaching program easy and effective, but consistency is also vital to coach drivers to success. Creating a driver coaching workflow, establishing safe driving goals, tracking progress on them, scheduling ongoing coaching sessions with drivers and continually refining coaching based on data are critical elements of a successful driver coaching program.

To learn more about how Verizon Connect solutions can help transform safety, visit us at verizonconnect.com/safety and [schedule a custom demo](#).

