

# 5 tips to coach drivers using video telematics

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connect



# The cost of distracted driving

Traffic crashes caused by distracted driving cost employers \$18.8 billion in 2018, according to the Network of Employers for Traffic Safety (NETS).<sup>1</sup> And with the cost of motor vehicle insurance increasing by 34% over the last two years, fleets across various industries are taking a closer look at distracted driving.<sup>2</sup>

## Distracted driving impacts fleet operators in several ways

- Driver care and compensation
- Vehicle damage
- Increased insurance premiums
- Lawsuits
- Company reputation

### Source

<sup>1</sup><https://trafficsafety.org/wp-content/uploads/2017/02/NETS-Cost-of-Motor-Vehicle-Crashes-to-Employers-Report-2019.pdf>

<sup>2</sup>[https://data.bls.gov/timeseries/CUUR0000SETE?output\\_view=data](https://data.bls.gov/timeseries/CUUR0000SETE?output_view=data)





## Implementing a safety program

Safety is at the top of many fleets' priority lists. While most organizations recognize the benefits of coaching, implementing a new safety program, or updating an existing one can be daunting.

Key factors to consider when crafting an effective safety program include:

- **Driver empowerment:** In-cab, real-time audio alerts allow drivers to own their coaching experience and correct behaviors immediately.
- **Transparency:** By using video footage to coach, both drivers and managers can review in an open manner.
- **Timeliness:** Alerts enable fleet managers to see events as soon as they happen, allowing for immediate feedback while it's fresh in the driver's mind.
- **Prevention:** A system that highlights dangerous behaviors enables drivers to rectify behaviors before an incident.
- **Driver buy-in:** Presenting in-cab video as a way to protect drivers from events on the road and questions of liability.

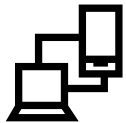
## 5 tips to coach drivers using video telematics



Identify behaviors that increase risk



Prepare for the conversation



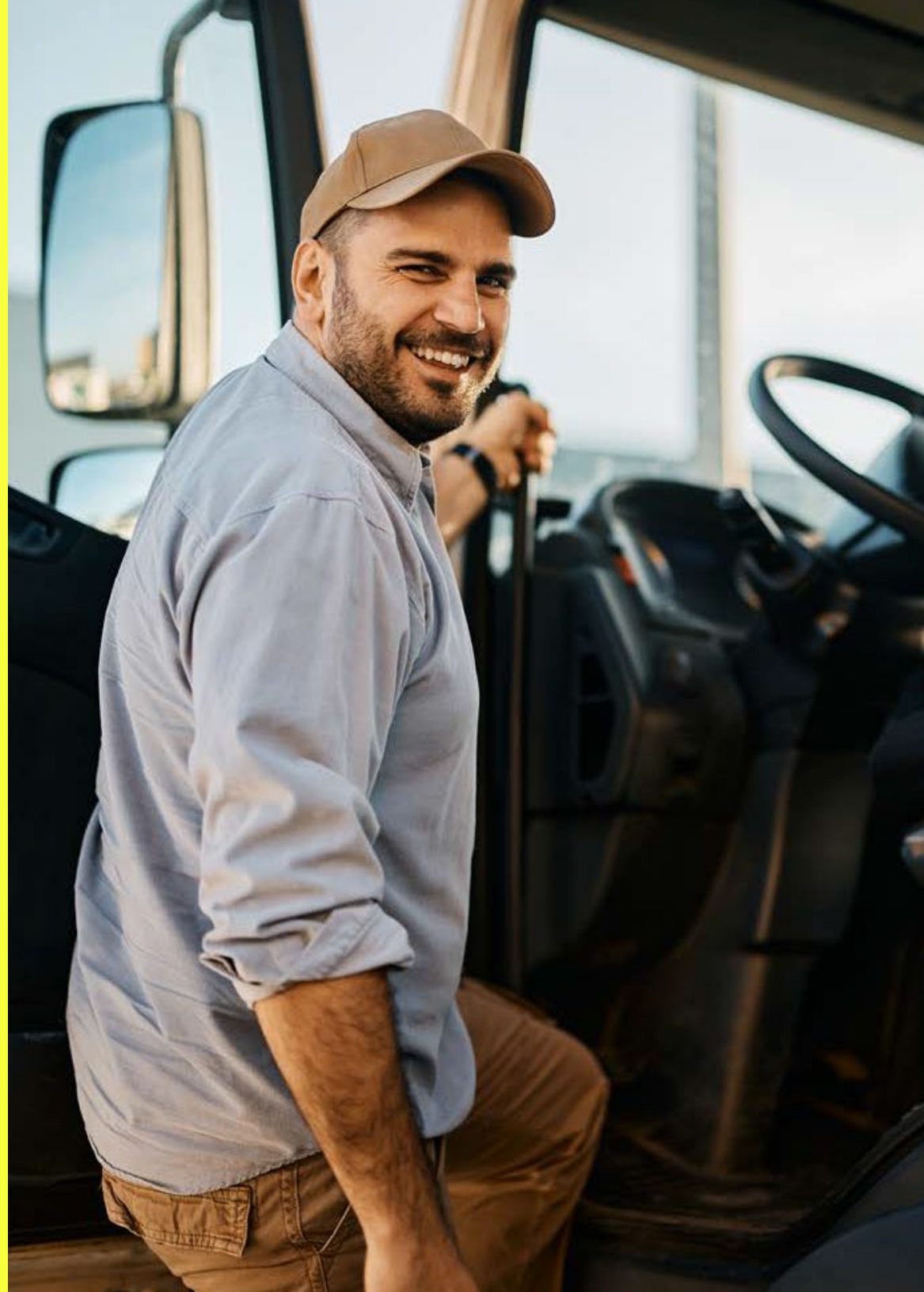
Use a variety of training approaches



Provide positive reinforcement often



Gamify data to drive performance





## 1. Identify behaviors that increase risk

Video telematics gives you the data to see a true picture of a safety incident. When it comes to understanding the state of safe driver behaviors in your fleet, video data can help you understand the context and frequency of unsafe behaviors. With these insights fleet managers can determine if the behaviors are habits or one-off incidents with mitigating factors.

Data from video footage also enables fleet managers to focus on the worst offenders first and make coaching them a priority for quick gains in terms of safety performance. Once a fleet manager has an overview of their fleet's safety behaviors, they can develop a focused coaching action plan for their specific needs.

[Learn more about fleet safety software and equipment](#)



## 2. Prepare for the conversation

Through solid preparation, fleet managers can make coaching conversations impactful for the business and drivers alike.

Ahead of the conversation, review the driver's safety history for trends. Is the driver improving, stagnant or declining when it comes to safe driving behaviors on the road? Understanding this ahead of the conversation allows you to plan an individualized approach. Revisit incident videos multiple times for a comprehensive

understanding. Explore contextual factors influencing driver behavior, like addressing service calls while driving due to office communication gaps. These insights are crucial for achieving a mutually beneficial outcome.

And throughout the conversation, focus on the facts and avoid emotions. Remember this is about working together to improve safety and make an action plan for moving forward.



### 3. Use a variety of training approaches

There is no one-size-fits-all approach to driver coaching and training. By taking a multi-channel approach, fleet managers can provide a comprehensive response to prioritizing safety. Here are a few training approaches to consider:

- Establish a driving behavior policy
- Start with the basics: 1:1 conversations
- Reinforce with bottom-up coaching
- Create and share training materials
- Remain open to feedback from drivers

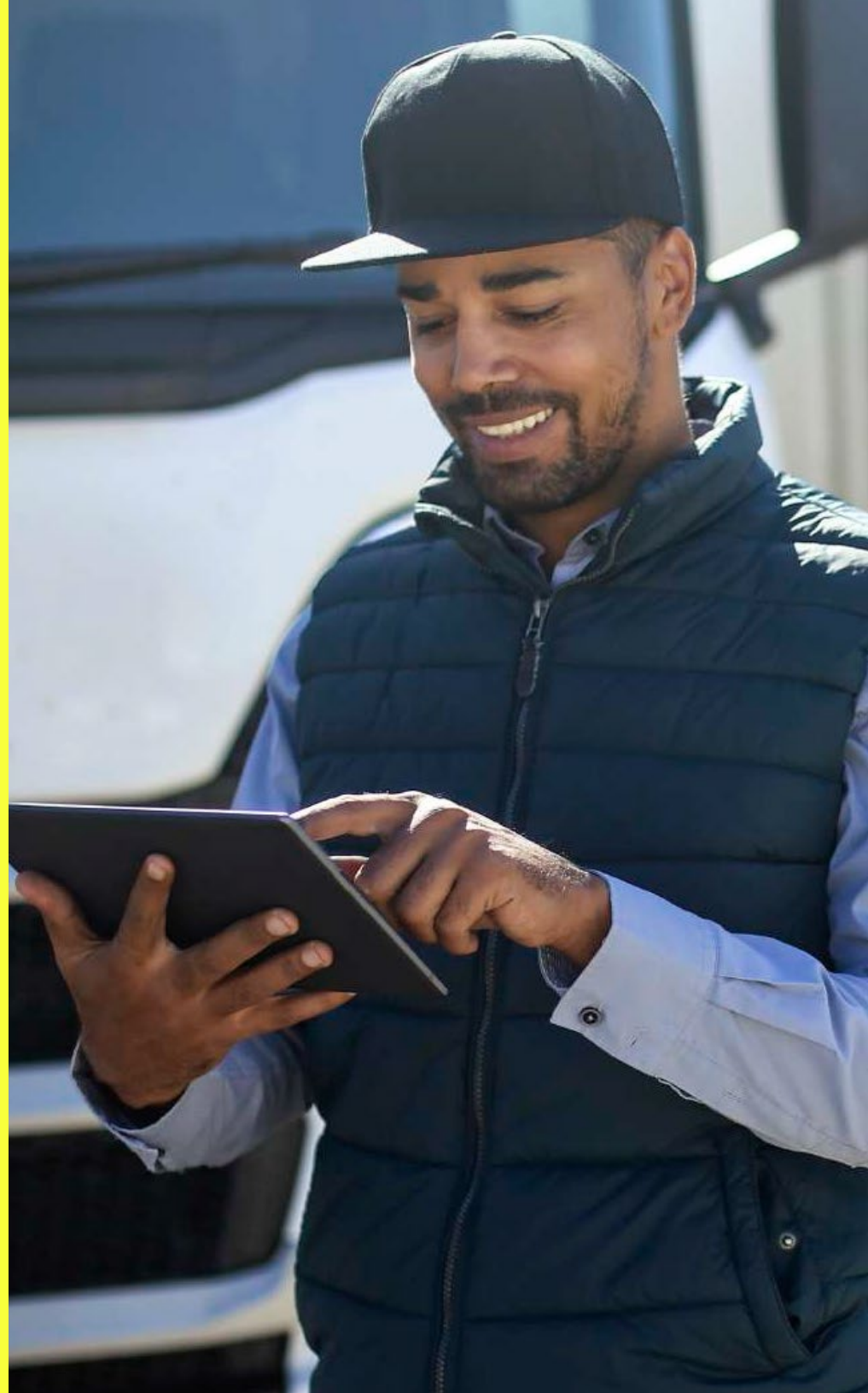
**“Nobody wants to think that Big Brother is watching them, but everybody has bought into the system. They know it is not for someone to spy on them. It is to protect them.**

Cliff Churchill, CEO, Fiber Optic Solutions

## 4. Provide positive reinforcement often

It's important to use positive reinforcement when implementing a coaching program. Embracing a strengths-based approach focuses on identifying and amplifying positive behaviors, rather than solely targeting weaknesses. This enables the driver to focus on improving the positives while still working on the areas that need to be addressed.

Establishing a workable coaching cadence is a crucial component in a safety program. A regular cadence of coaching interactions allows fleet managers to track driver progress and growth. Consider various coaching approaches to tailor to individual needs and situations to improve effectiveness.





## 5. Gamify data to drive performance

Keep drivers encouraged by gamifying data to encourage safe driving behaviors.

- Utilize a leaderboard to inspire drivers to improve their scores.
- Incentivize improvements with rewards like gifts or time off for focusing on safe driving.
- Monitor effectiveness of the coaching program elements and adjust where needed.

Normalize data points by taking context like distance traveled into account when gamifying data.

See how [Precision Door Service](#) used gamification to focus on driver coaching and buy in.



## Using video telematics for coaching

Integrated Video from Verizon Connect gives fleet managers more visibility into what happens inside and outside the vehicle. With the help of AI, our dashcams send audible in-cab alerts to drivers when they are distracted or driving unsafely, helping to reduce the likelihood of an accident. Fleet managers can also use video footage to determine if coaching is needed. Coaching sessions can be documented for individual drivers to track improvements over time.

Using Integrated Video in your coaching program allows fleet managers to:

- Tailor coachable moments based on each driver's needs.
- Reinforce safe-driving policies as part of accident-reduction efforts.
- Reward drivers for demonstrating safe driving habits.

[Learn more about how our dashcams utilize artificial intelligence for real time detection of distracted driving and road hazards to help optimize fleet safety.](#)

# 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 [verizonconnect.com/safety](https://verizonconnect.com/safety) or request a custom demo to learn more.

