

Improving driver retention with video-based coaching

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Navigating the fleet workforce landscape

The driver shortage continues to be a major hurdle for the trucking industry. As many drivers reach retirement age, the industry needs to bolster interest with the next generation of drivers. Equally as important – retaining quality drivers once they're behind the wheel.

One critical way to retain drivers is by giving them the tools they need to succeed. This includes video-based tools to support them on the road and enables fleet managers to coach when needed.

Bureau of Labor Statistics (BLS) estimates driver job growth at 89,300 from 2022-2032, a 160,000 driver shortage in less than ten years, per the American Trucking Association (ATA).

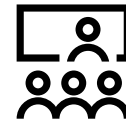




How video telematics can improve driver retention



Gives drivers the technology they need to protect themselves.



Provides useful and relevant video-based coaching.



Empowers safe driving habits with training.



Rewards and recognizes drivers over time.

Technology that helps protect your drivers

In the fleet industry, it is a common misconception that video telematics is there to spy on drivers. In reality, this technology acts as the driver's co-pilot, protecting them.

Video telematics can help:

- Protect your organization and drivers from false claims and liability with video evidence.
- Promote self-coaching with immediate audio alerts.
- Provide video context for recorded incidents.
- Create a culture of safety through fact-based video coaching.
- Create a culture of trust and transparency through fact-based video coaching.

[Learn how to take the next step in your fleet safety journey.](#)





Video telematics is a critical coaching tool

Using contextual video, fleet managers can provide specific and personalized coaching to drivers. Video telematics analyzes clips to distill important insights quickly, without having to watch hours of footage.

This gives fleet managers and drivers opportunities to:

- Work together to achieve positive results.
- Agree on mutually beneficial goals.
- Document and keep track of plans.

Prep for a successful coaching session with these useful tips

Empower safe driving habits with training

Building a coaching program with your drivers shows them that you are invested in their development and safety. Using video telematics can help fleet managers:

- Build a baseline and track improvements.
- Create trust and rapport between managers and drivers.
- Create opportunities to correct issues quickly.
- Coach drivers using real video footage of their driving habits. Based on these sessions, you can create a plan customized to each driver.

4 ways fleet managers can boost driver behavior and safety





Reward and recognize your drivers

Your drivers are critical to your fleet and moving business forward. Drivers face many pressures and stress factors on the road, making it important to recognize and reward positive behaviors. Creating an environment of recognition can help make a big impact on driver retention.

Consider incentivizing positive driving habits with higher pay or bonuses. This is a win-win for your drivers and your business with drivers feeling recognized for their hard work and your fleet retaining talent.

Additionally, by monitoring driving habits, you create a culture of safety for your fleet and promote healthy competition between drivers.

Precision Door Service, a garage door service franchise, uses dashcams and fleet tracking data to mitigate risk and coach drivers. In addition to lowering the number of speeding events for their drivers, they use vehicle activity reports and alerts to see if vehicles are used off the clock.

[See how they did it >](#)

Prioritizing driver retention

Fostering a culture of improvement, safety and driver satisfaction can help your fleet succeed. Video telematics is a critical tool that can help you build a foundation to meet those goals.

Verizon Connect Integrated Video in action:

After an incident in which someone falsely accused B.A.M. truck driver Alan Brewster of causing an accident his perspective changed on having dashcams in his truck.

“I was to the point where I was going to quit my job until I started to understand that I had an advocate, that the camera could help me out of a bad situation. If you’re a trained professional and you have a camera in your truck, and you go out and do your job every day, you have a witness.

Alan Brewster
Truck Driver - B.A.M. Trucking



Whether you're brand new to video telematics or it's time to upgrade your current solution, [this buyers guide](#) will make it easier for you to make the right decision for your fleet.

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 and organizations of all sizes.

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 or request a custom demo to learn more.

