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Sfara ePaper

Making Informed Decisions About Fleet Safety Solutions

Use new technologies to solve challenges in safety so you can reduce fleetwide risk and reduce costs.

You know fleet costs are affected by safety, but the hurdles to change often seem endless

We all know that safety has a dramatic impact on the economics of any business that maintains and operates fleets. But the path to increasing fleet safety can be overwhelming. It requires so many decisions that they stymie forward momentum. Creating a safety program can be a monumental task. So naturally, fleet managers are turning to technological solutions to solve this problem.

There is a growing number of fleet safety solutions and claims on the market, but which is right for you. The most important decisions are often about things not contained in a product spec sheet or website. They're about implementation, driver acceptance and ultimately the processes that lead to a failed or successful program.

Fortunately, there are some basic considerations, each with a set of simple questions you need to ask yourself, that will make selecting new safety technologies for your fleet much easier.

Top Considerations

In this ePaper, we're going to discuss the top considerations you'll assess in order to make informed decisions about fleet safety solutions.

#1 Is a hardware or mobile solution best for you?

#2 How much energy and resources can you commit to training drivers?

#3 What kind of relationship does your company have with its drivers?

#4 Do you have existing fleet technologies in place?

#5 How diverse is your fleet structure?

For those not paying attention to the relationship between fleet safety and cost, here are some stats:

- A collision can cost a company from $16k to 75K, much higher if there is a fatality.

- The National Institute for Occupational Safety and Health (NIOSH) estimates work-related crashes cost employers $65,000 per non-fatal injury and $671,000 per death.

- The average cost of a loss related to a fleet vehicle collision is approximately twice the cost of an average workplace injury.

#1

Is a hardware or mobile solution better for you?

This consideration might be the most familiar to you, because it is the most often talked about consideration in this paper. If you are well-versed in this topic, you can skip it. But here it is: the first and foremost decision you must make is whether you go with a mobile-based or hardware solution. Mobile solutions use the sensors inside the smartphone to interpret data and replace the need for additional hardware or installations.

Hardware
Most solutions rely on aftermarket devices, which must be installed in each vehicle.

Mobile
Mobile solutions use sensors inside the driver's smartphone to detect road behaviors.

Pros and cons of each

Hardware Pros

- Captures and provides vehicle data.
- Can capture and display real time data.

Hardware Cons

- Requires additional hardware costs and installations.
- Remains with the vehicle, drivers must login before using.
- Crash detection sensitivity is low, usually tied to airbag speeds.
- Limited options for driver privacy.
- Often relies on cameras or other driver-unfriendly technologies.
- Restricted to the vehicle and does not travel with the driver.
- Sometimes requires hardware updates.
- Not viable for grey fleets or contractor vehicles.

Mobile Pros

- No additional hardware costs.
- No installations.
- Travels from vehicle to vehicle with the user.
- Available emergency response solutions.
- More privacy options.

Mobile Cons

- Might not have vehicle diagnostics.
- Data tends to be averaged over trends.
- Requires application updates.

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#2

How much energy and resources can you commit to training drivers?
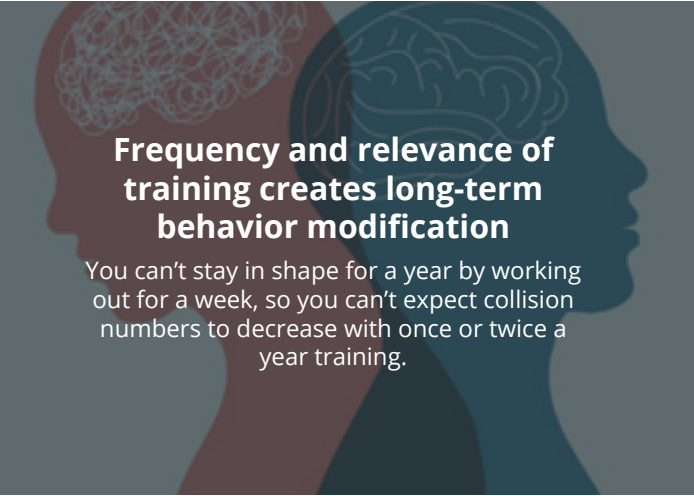
As the statistic on this page demonstrates, the number one factor affecting fleet safety and damage is driver behavior. Yet, training can be costly and is definitely time consuming, whether you're developing it internally or hiring outside consultants. In addition, most training programs are ineffective because they are not delivered frequently and consistently, which is proven to be the best way to create behavior modification. Lastly, training requires knowing what to train and to whom.

In short, training your drivers is a monumental task that, most likely, falls outside of your core skill set and business objectives. If you're short on resources, or tired of spending them on training that hasn't yielded anticipated results, you'll want to invest in a closed-loop, full cycle solution.

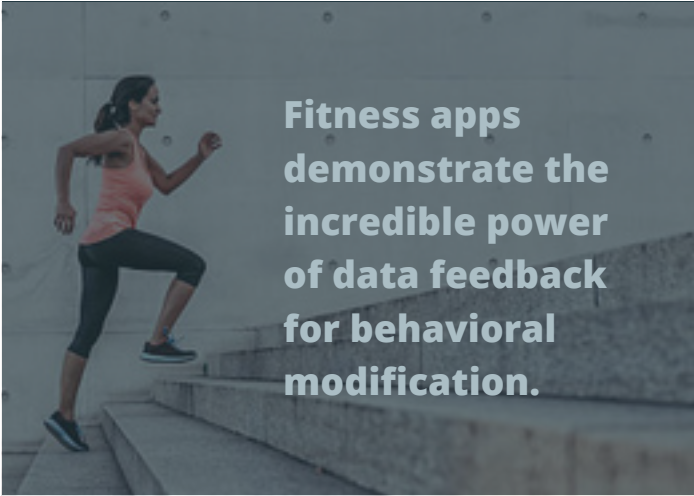**Challenges inherent in training drivers**

- Scheduling drivers all together for training, taking time out of the core business.

- Assimilating data from multiple sources and reports.

- Knowing what to train to each driver.

- Developing or purchasing training.

- Delivering consistent training to create and maintain behavior modification.

- Keeping drivers engaged.

A study by the National Highway Transportation Safety Administration (NHTSA) found that **human error** accounts for anywhere between **94% to 96% of all auto collisions**.

Frequency and relevance of training creates long-term behavior modification

You can't stay in shape for a year by working out for a week, so you can't expect collision numbers to decrease with once or twice a year training.

Fitness apps demonstrate the incredible power of data feedback for behavioral modification.

#3

What kind of relationship does your company have with its drivers?

The type of relationship you have with your drivers is extremely important to the successful implementation of any driver safety technology. If drivers are against your new technology, they can stall or kill your safety program, or undermine its effectiveness through inattention or lack of enthusiasm. Most driver push-back is based on privacy issues. This is especially true of more tenured drivers.

If you find that your company's relationship with its drivers is contentious, or that your drivers are not highly motivated, or invested, then we suggest you go with an easy, simple solution that isn't complicated, is driver friendly, and doesn't raise red flags about personal privacy.

As a general rule, there are three types of relationships that exist in organizations between management and employees with regards to training. Each require different types of training and oversight.

Motivated by employer

For this type, the employer makes decisions for employees/contractors, mandating training or new technologies. Drivers have no choice. These drivers tend to be professional, career drivers.

Anything goes with this group because you're in control of your fleet and will tell them what is best for your fleet. They must adhere or hit the road. However, don't expect that they're going to like it and won't find small ways to get back at you.

Self motivated

These types of drivers are your best resources. They are self-motivated to improve. They're generally not going to be a problem for your program. However, they are most likely a small minority of your drivers.

Unmotivated or non-invested

This group is unmotivated or non-invested in your company, your success or your training. This group is most likely contractors or drivers with no career path inside your organization. To get this group involved takes work, patience and an easy solution that raises no red flags. Here are some general guidelines:

- No in-vehicle cameras.
- Incentives often necessary, including gamification, additional features, etc.
- No GPS tracking without extensive privacy features.
- No difficult processes or procedures to follow.
- Training should be brief and entertaining.

Mobile solutions that conduct on-device processing offer the best opportunities for privacy protection for the driver.
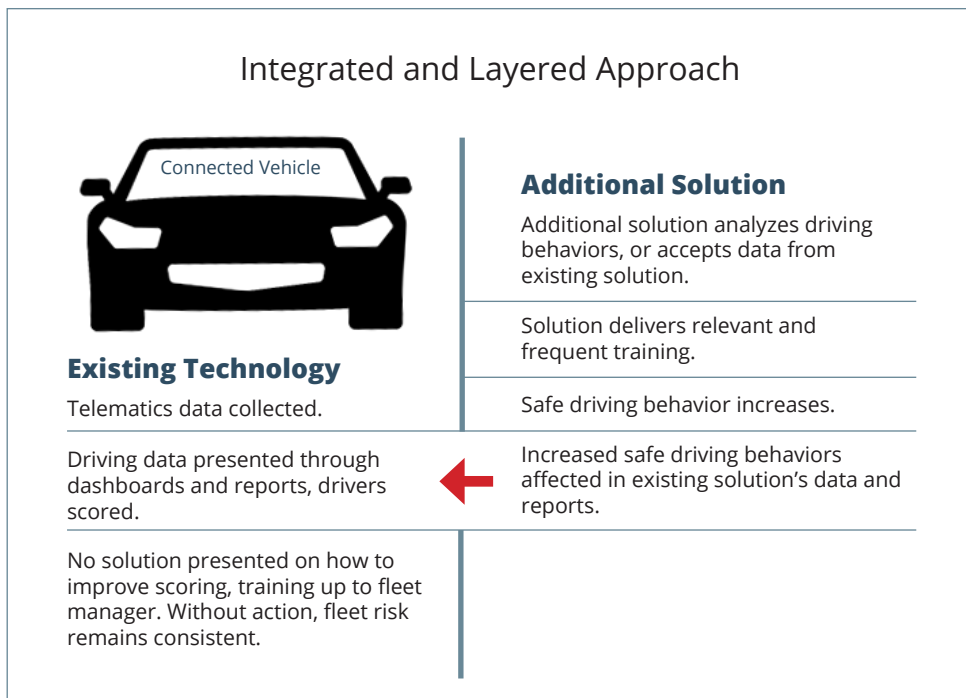
Are you working with unions?

Unions are typically going to have an unfavorable view of any technology that infringes upon a driver's privacy. This can lead to stalled or canceled programs.
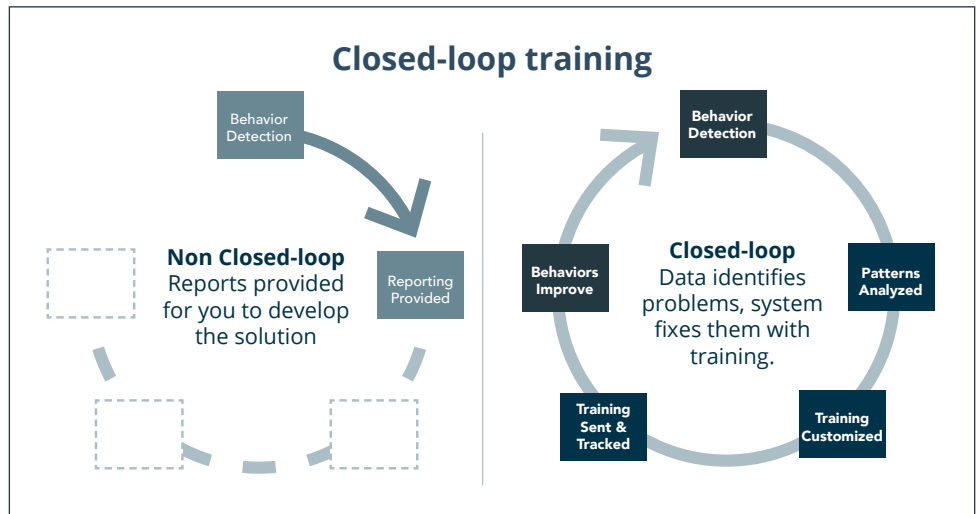
#4

Do you have existing fleet technologies in place?

Another important consideration is whether or not you have in place existing fleet technologies, such as telematics or GPS tracking. If you do, chances are you've learned they're not the easiest technologies to use, nor do they solve problems for you. Most, simply collect and report data. It's up to you to wade through the data and reports to identify specific problems in the behaviors of specific drivers. Then it's up to your to figure out a solution, like the training gauntlet discussed in consideration #2.

But sometimes embedded solutions are mission critical, like for organizations with specialty vehicles. So if you have existing tech in place, consider a solution that integrates your data into it, or provides services that layer outside your existing technologies but affect the data within them, such as in the illustration below.

Integrated and Layered Approach

Connected Vehicle

Additional Solution

Additional solution analyzes driving behaviors, or accepts data from existing solution.

Solution delivers relevant and frequent training.

Existing Technology

Telematics data collected.

Safe driving behavior increases.

Driving data presented through dashboards and reports, drivers scored.

Increased safe driving behaviors affected in existing solution's data and reports.

No solution presented on how to improve scoring, training up to fleet manager. Without action, fleet risk remains consistent.

If you don't have time to wade through data and reports, and organize individualized training, select a solution with closed-loop training.

Closed-loop training

Behavior Detection

Non Closed-loop
Reports provided for you to develop the solution

Reporting Provided

Behavior Detection

Closed-loop
Data identifies problems, system fixes them with training.

Behaviors Improve

Patterns Analyzed
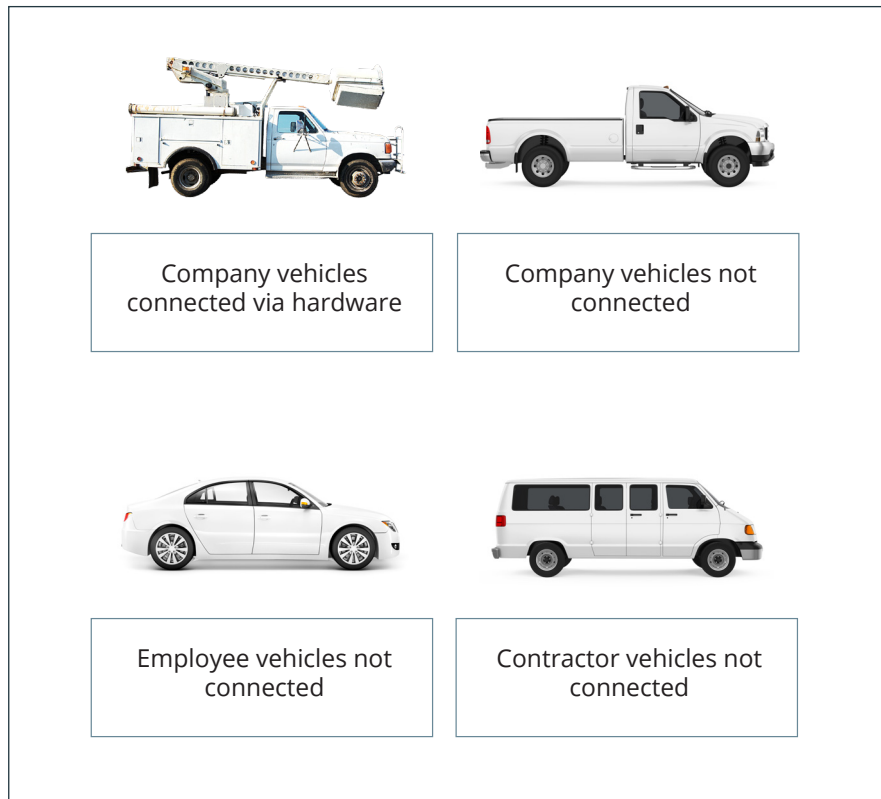
Training Sent & Tracked

Training Customized

#5

How diverse is your fleet structure?

Many fleets are a patchwork of different vehicle types with different connection technologies, if they're connected at all. Some also have different ownership models.

Data integration and feature layering (as discussed in consideration #4) is the answer to this diversity. You'll want to make sure you select a technology that can provide unified safety training across all vehicle types and ownership models.

Company vehicles connected via hardware	Company vehicles not connected
Employee vehicles not connected	Contractor vehicles not connected

Conclusion

Use the considerations in this paper to ask key and pertinent questions about your fleet operations before making a purchasing decision or looking for new solutions to your fleet safety and training issues. We hope this paper helped.

Finding a solution that meets the majority of your needs from the considerations in this paper is difficult. We'd like to suggest you check out Companion Mobile Safety by Sfara.

With a leadership team consisting of pioneers and leaders in connected vehicle technologies, we approached product development from the perspective of overcoming major challenges to the industry.

That's why Companion is mobile, effortless, technology agnostic, and driver focused.

Hello, Companion by Sfara

Protect your people and vehicles with a single app

iOS and Android. Available in major global markets.
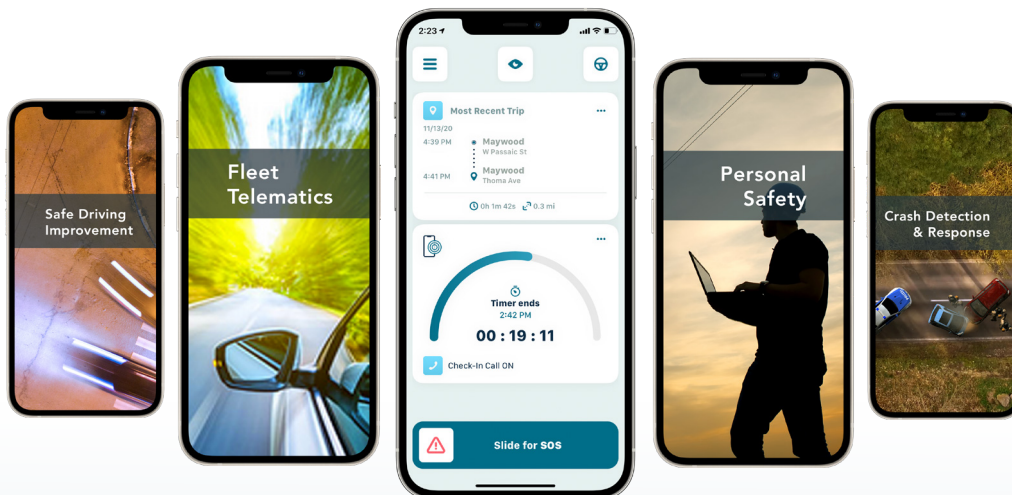
No installations. Easy to Implement.

www.**C**ompanion**M**obile**S**afety.com