

Quick reference guide

# 5 tips to coach drivers using Integrated Video

**verizon**<sup>v</sup>  
**connect**

A man with a beard and a plaid shirt is sitting in the driver's seat of a truck. He is looking at a tablet device that is mounted on the dashboard. A coffee cup is on the dashboard in front of him. The background shows the interior of the truck and the window looking out.

# 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

<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 Integrated Video



Identify behaviors that increase risk



Prepare for the conversation



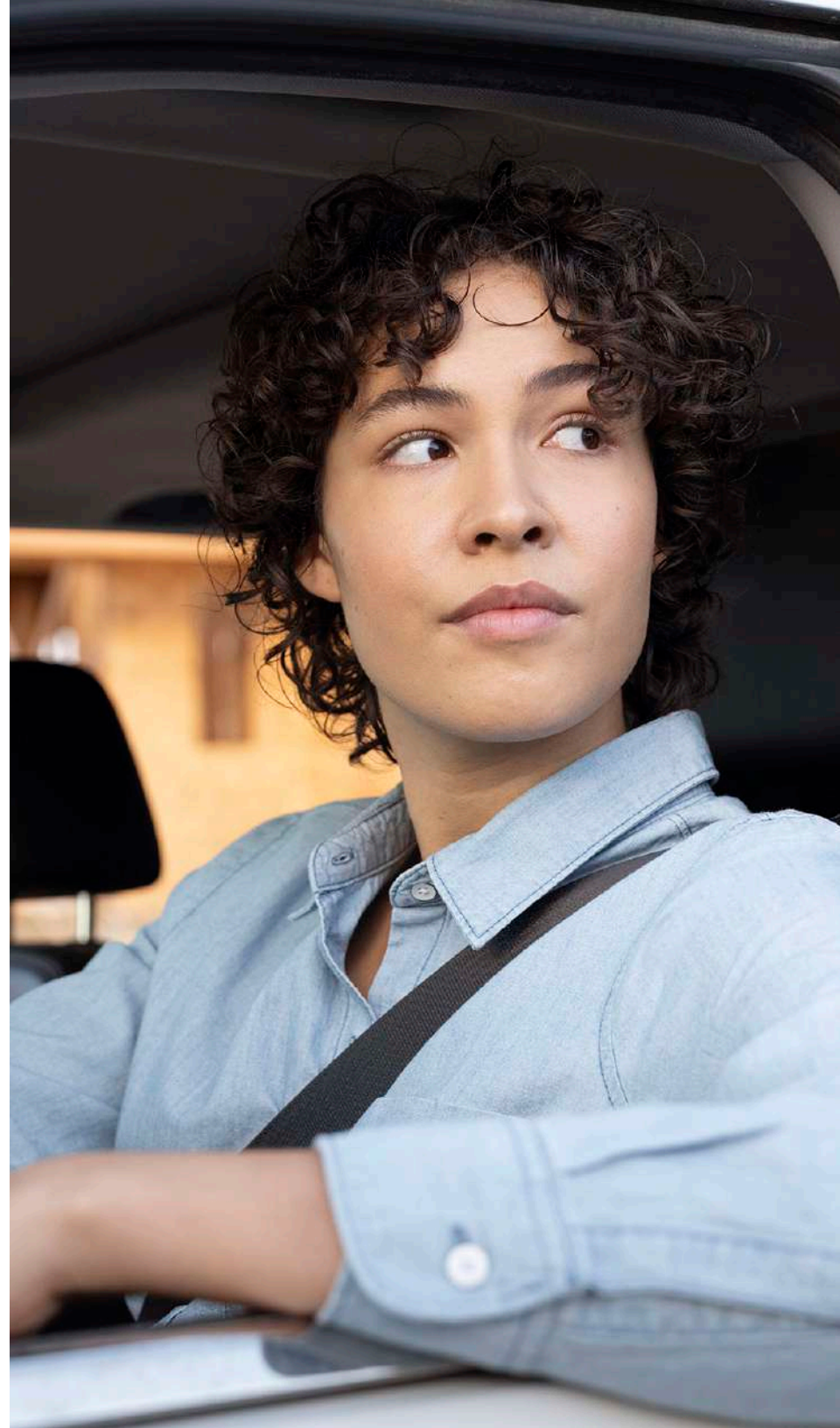
Use a variety of training approaches



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 how to establish a [driver coaching program](#).

## #2

# Prepare for the conversation

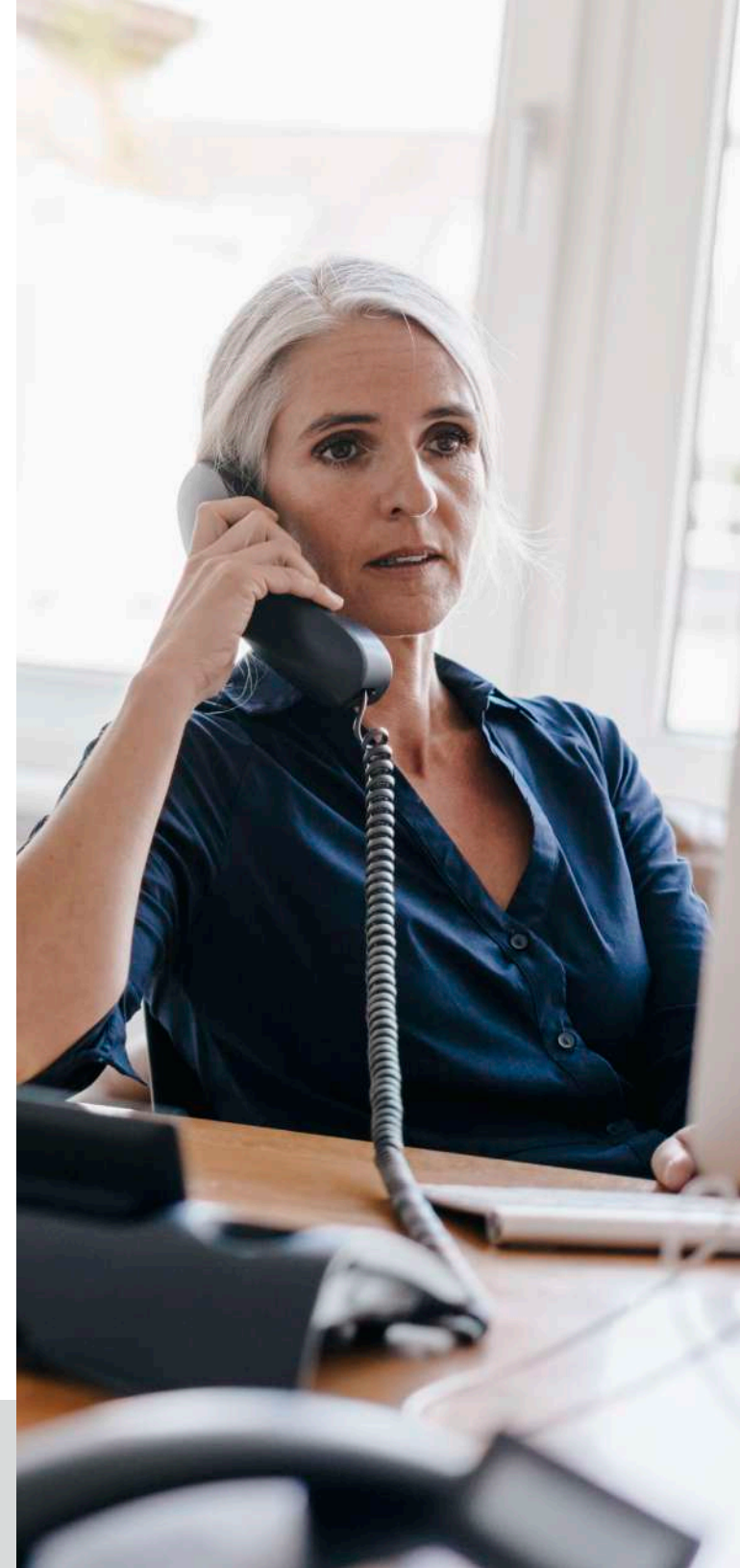
Through solid preparation, fleet managers can make coaching conversations impactful for the business and drivers alike.

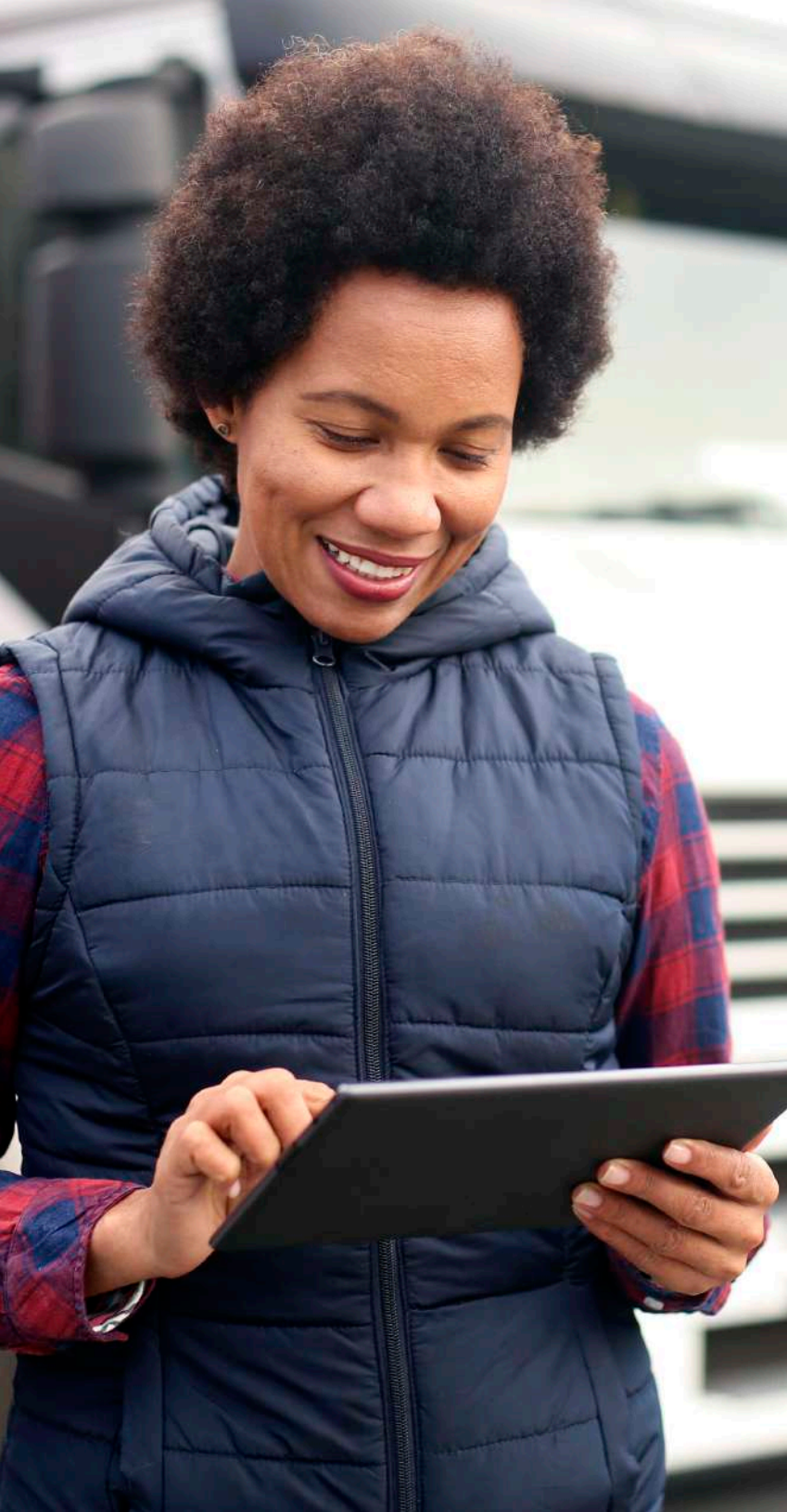
Ahead of the conversation, review the driver's safety history for trends. Is the driver improving, stagnant or declining when it comes to safe driving behaviors on the road? Understanding this ahead of the conversation allows you to plan an individualized approach.

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.

Check out [this training](#) on using the video driver safety profile for coaching.





## #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

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*“A few weeks ago, I received an automated harsh braking alert for one of our dump trucks that didn't fully stop at a stop sign. We take safety very seriously, and though I did have to take disciplinary action, I was able to use this as a coaching moment and sit down and review the video with the driver to help him understand how to improve his driving.”*

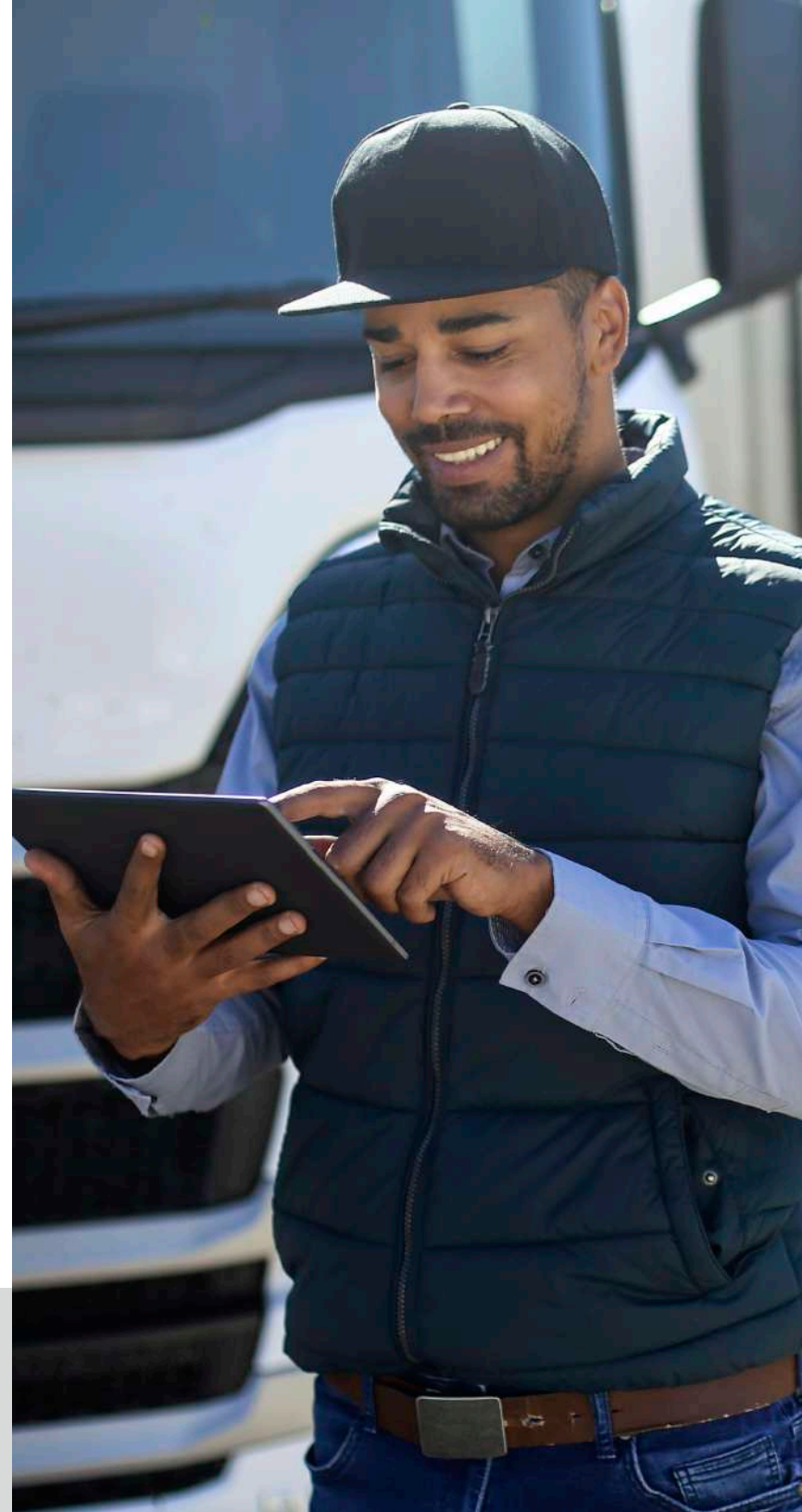
**[Russell Miller, General Manager, Champion Trucking](#)**

# #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 Integrated Video for coaching

Video telematics gives fleet managers more visibility into what happens inside and outside the vehicle.

Video events generated while a driver is assigned to any vehicle in the previous 12 weeks are shown in the Video driver safety profile. Use this safety profile data to review a driver's driving habits and identify areas of improvement.

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.

Deep dive on Integrated Video in [this webinar](#).