



HEART BEAT

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People Powered IoT



Seven Driver Concerns to Address Before Your Dash Cam Roll Out

How to get driver buy-in and build a safety culture for your fleet



Eric Frey

Director Product Management, Connected
Vehicles & IoT

Powerfleet

efrey@powerfleet.com



Adam McCarty

Senior Vice President, Indirect Business
Surfsight



Why would I need a dash camera solution for my fleet? I already have telematics.

The Initial Conversation

Before the cameras are implemented, have an open conversation. While the dash cams have instigated the meeting, remember, **it's really about your drivers.** Think about the concerns you'd have if you were them. Here are seven common concerns you'll want to address.





fatal truck crashes have increased

29%

in the past ten years



We are not doing this
because of them, we're
doing it **for** them

We're all human

We've all got habits. Good and bad. Some of which we don't even realize until pointed out. Are they sure they always buckle their seat belt? Do they naturally pick up their phone when they hear it ring? Do they realize how fatigued they are after another 12-hour day? There's already enough to worry about with the day to day. You can help them catch the things that naturally get passed by them.





The benefits to the business also benefit your drivers

There, of course, are operational benefits for the businesses. Don't forget that THEY are part of the business. For example, more safety results in less incidents, and in turn, lower insurance premiums. That money can go towards so many other things – new equipment, salaries, benefits, company parties, or more.

What about costs?
I've heard dash camera programs can be expensive.



What if 'the worst' happens?

First and foremost, when an accident occurs, you can make sure they're OK, almost instantly. Secondly, the dash cam and its live-stream data can exonerate them. You'll have full visibility and documentation as to what happened before, during or after an incident. This is just another way in which you will have their back.



Take some weight off your shoulders

It's no secret there's a driver shortage. With that comes new, inexperienced drivers. Dash cams help you train them better and faster, reducing the need for others to pick up the slack as they're learning the ropes. And, in the long-term, this assures you have the strongest possible team. While you keep them safe, you want to keep building the job and culture they want to stick with.





We are **not** always watching

It's true the cameras are always running. But you're not looking unless you get a notification – triggered by events like impact or seatbelt violations. And, they're going to get an alert before you do. Look at it this way, no one wants to or has the time to watch 14 hours of video a day. It's similar with security cameras, CCTV, or similar systems you experience every day. It's there as a precautionary measure, not a means to micromanage them.



How do I convince my drivers adding video is to their benefit? I don't want to lose good workers.

This might not be optional for anyone in the future

Consider the electronic logging device (ELD) mandate. ELDs have become a normal part of our drivers' lives. Their primary goal was driver safety, too. The use of dash cams in consumer vehicles and fleets is on the rise, as is. It won't be surprising if it eventually becomes a mandate, too.

The conversation is just the beginning...

Ongoing meetings

- Expect more questions after your drivers have had time to digest.
- Provide an ongoing, open forum during team meetings, or simply be open to holding conversations with drivers one-on-one

Surveys

- Surveys can go a long way to provide a means for your drivers who aren't as outspoken to provide feedback.
- These insights can also help build out the agenda for upcoming meetings, assuring you continue to address drivers' concerns.

Don't just tell them, show them with a demo

- Set their minds at ease by showing them how the technology works and demonstrating the driver alerts and what events trigger notifications.
- Showcase when and how the video will be viewed.
- The more clarity we have, the more comfortable we feel.

Make it fun with gamification

- Once your drivers are familiar with the cameras, take it to the next level.
- Each driver can have their own safety score created or a combined average for their teams, leading to a friendly competition.
- Boost morale by offering rewards, such as barbeques, gift cards, or more.

Thank You



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Questions?