

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

The weather, accidents, breakdowns – this is just a fraction of the occurrences threatening the safety of your fleet.

Data intelligence derived from dash cams and IoT devices could be your fleet's saving grace. Consider it, a clear view of your fleets' safety at any time. Monitor maneuvers, enhance driver coaching, identify danger sports, and even have forensic data to avoid litigation.

While the benefits are clear to you, they likely aren't for your drivers. Let's face it, no one wants to feel like 'big brother' is watching. Truly benefitting from dash cams and the live-stream data they provide requires the buy in of your drivers. If not, you'll end up with duct-taped lenses or even broken cameras – and no usable data.

What does this take? Based on 25 years' experience with fleets worldwide, we've pulled together insights to help.

The initial conversation:

Metaphorically put yourself in the driver seat

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's are seven common concerns you'll need to address.

We not doing this **BECAUSE** of you, we're doing it **FOR** you.

Did you know fatal truck crashes increased 29% the past 10 years? No matter how strong of a driver you are, you can't control the weather or other people on the road. And, well, accidents happen. Regardless of your experience. Your safety is our main concern. This gives us another set of eyes to help you.

We're all human

We've all got habits. Good and bad. Some of which we don't even realize until pointed out. Are sure you always buckle your seat belt? Do you naturally pick up your phone when you hear it ding? Do you realize how fatigued you are after another 12-hour day? You already have enough to worry about. Let us help you catch the things that naturally get passed you.

The benefits to the business also benefit you

There, of course, are operational benefits for the businesses. Don't forget that YOU 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 if 'the worst' happens?

First and foremost, when an accident occurs, we can make sure you're OK, almost instantly. Secondly, the dash cam and its live-stream data can exonerate you. We'll have full visibility and documentation as to what happened before, during or after an incident. This just another way in which we will have your 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 us train them better and faster, reducing the need for you 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 we keep you safe, we want to keep building the job and culture you want to stick with.

We are **NOT** always watching

It's true the cameras are always running. But we're not looking unless we get a notification – triggered by events like impact or seatbelt violations. And, you're going to get an alert before we do. Look at it this way, no one wants to or has 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 you.

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 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

It will likely take more than the first meeting to get your drivers fully onboard. Plan to address this change before, during and after the implementation goes live. Here are a few ways to do so:

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

Also, surveys can go a long way. This gives 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

The whole thing can seem pretty one-sided – literally. All you drivers are seeing is a camera pointing at them. They don't get a glimpse of what's happening in the background. Ease their minds by showing them how the technology and the process works. Demonstrate the driver alerts and what events trigger notifications. Showcase when and how the video will be viewed. Discuss all of this in terms of real-world scenarios. After all, 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. With the data from the cameras, each driver can have their own safety score created. Maintaining their own, or a combined average for their teams, can become a friendly competition. One you can reward with barbecues, gift cards, or more. The dash cams can become an opportunity to boost morale.



Conclusion

Creating a culture of safety takes a full team. The data intelligence possible with dash cams has the power to make our roads safer. At the heart of this are your drivers. Take the diligence to address their concerns and prepare them for the change. Remember, this is for them and their own safety. Help them feel that way.