netradyne | driver•i

Driver•i App & its Benefits

Welcome to the GreenZone; Change the Game with Driver Performance Coaching

Challenge

The transportation industry is the backbone of the world economy with millions of drivers and vehicles and gives drivers the freedom of the road. Over the past decade, collisions have drastically increased, insurance premiums are in lockstep, and nuclear verdicts haunt the industry. More than ever drivers and safety managers require constant focus and awareness to improve business continuity and safety. To guard and protect the future of their businesses, fleets are turning to in-cab safety cameras to capture video evidence and improve driver performance.

While fleets have had initial success with in-cab safety cameras, the old ways of driver safety are perfectly suited for a world that no longer exists. Now more than ever, driver performance coaching is imperative to reducing costs and saving lives. Safety managers struggle to effectively coach drivers without hiring additional resources. Even when safety managers find the time to coach drivers, the result is mediocre at best.

For drivers, this legacy model creates an environment where it's a challenge to gain their buy-in. Drivers have historically viewed cameras as a tool for big brother to monitor their behavior and get them into trouble. It's common for drivers to threaten to quit because of the privacy sacrificed when in-cab cameras are installed. With zero motivators, driver performance will suffer and only ever be suboptimal, no matter how big the stick.

Solution

The Driver•i App is a mobile application that provides visibility into driving performance so drivers can autonomously review and improve. With this newfound transparency, the mystery of the camera diminishes, and drivers are free to engage with the system in a productive manner that elevates their professional capabilities. Since behavior change first requires self-awareness and self-acceptance unsafe habits, the Driver•i App provides this information in a safe environment for drivers to quickly move past these steps and take action to improve.

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> *The Driver•i App allows us to work in a collaborative sense with the drivers versus a confrontational one.*
>
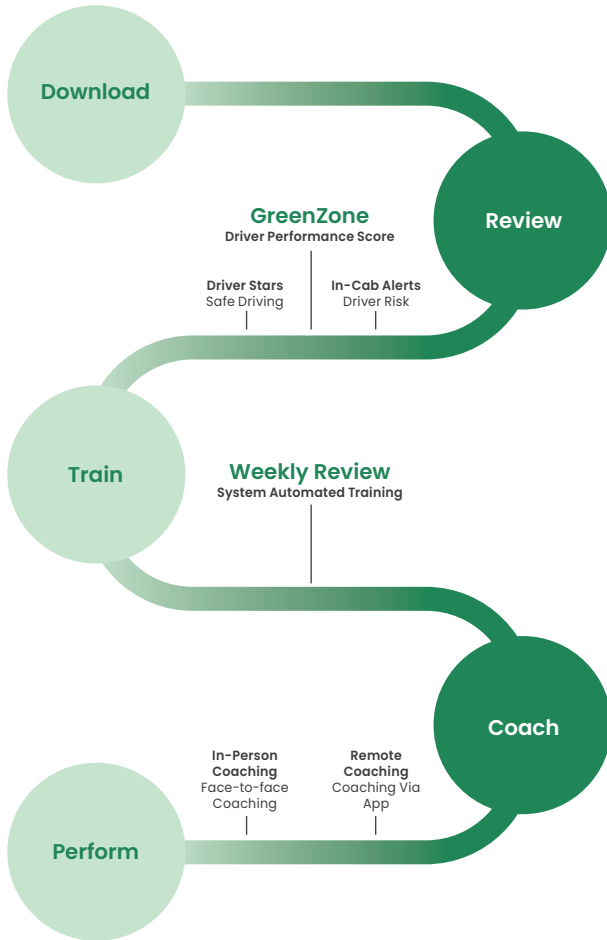> **– KEITH WILSON, PRESIDENT, TITAN FREIGHT**

Challenges

- **Engaging drivers is challenging in an environment that lacks transparency and the tools to help drivers manage their own performance.**

- **Minimizing fleet-wide risk is challenging for safety manager with so many drivers, so much risk, and not enough time or resources to coach everything and everyone**

- **Employee culture suffers from an antagonistic driver-managed relationships that overly depend on punishment-based in-person coaching to change driver behavior.**

Giving drivers the autonomy to succeed, on their terms, before being confronted by a safety manager, improves driver-manager relationships, and creates a more productive safety culture for all to thrive in.

How it Works

The Driver•i App provides system-automated weekly training sessions that elevate a driver's biggest opportunity for improvement. This training ensures that all drivers are being coached, regardless of safety manager involvement, with tracking capabilities in the web portal for verification and record keeping. These training sessions surface both positive and negative feedback with real-life examples that empower drivers to make the necessary changes to improve their performance and showcase their professionalism.

By engaging to manage their own safety, they become intrinsically motivated to succeed rather than extrinsically punished to perform. Empowered drivers make for better drivers

Download

Review

GreenZone
Driver Performance Score

Driver Stars
Safe Driving

In-Cab Alerts
Driver Risk

Train

Weekly Review
System Automated Training

Coach

In-Person Coaching
Face-to-face Coaching

Remote Coaching
Coaching Via App

Perform

with cascading benefits that further improve safety culture, increase retention, and better protect the business. This model streamlines driver performance coaching and produces undeniable, sustained results. In an internal study with over 2,000 drivers across 131 companies over 12-weeks, the results
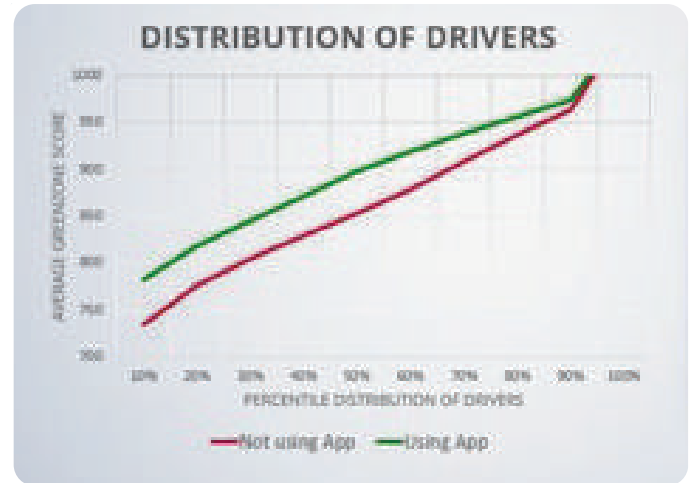
were – driver performance was increased by 15% for drivers engaged through the Driver•i App.

Intelligent Use of Wireless Resources

The Driver•i App can help businesses improve internal communications and employee engagement. With the app, the Driver•i safety solution is personalized to meet the needs of all employees, making happier, more successful drivers and safety managers. Engage workers on their terms and let them choose their adventure. Or better yet, empower them to participate in your company's future.

Key Benefits

- **Improved safety through driver engagement and empowerment**
- **Frictionless coaching that reaches all drivers with system automated training**
- **Productive safety culture with constructive driver-manager relationships**
- **Increase retention through transparency, employee engagement, and shared success**

DISTRIBUTION OF DRIVERS

AVERAGE GREENZONE SCORE

PERCENTILE DISTRIBUTION OF DRIVERS

— Not using App   — Using App

Join the revolution and reap the REWARDS!!

Although in the past drivers have been apprehensive about introducing advanced technology into their vehicles. We've seen an industrial shift where employees are looking for companies to empower them with tools to help them succeed. Like the Driver•i ecosystem. The results speak for themselves. In a recent survey conducted among fleet drivers, the majority (86%) of respondents said they believe that safety cameras are a valuable tool to improve safe driving. Happier more engaged employees improved driver performance by 15%.