



## GUIDE:

# Getting Drivers On Board With Video-Based Safety Solutions





# Intro

In-cab safety cameras are becoming a must-have for commercial fleets.

Video technology has transformed fleet safety programs with its reaping benefits. The documentation provided makes them so valuable; you can improve road safety by capturing critical events, prevent distracted driving, exonerate drivers and more. And with so many benefits, The National Transportation Safety Board states that safety cameras in commercial vehicles are now one of the **most wanted road safety upgrades**.

However, a top concern for fleet safety managers is addressing driver pushback around installing in-cab cameras. Most drivers understandably feel that this would be a “big-brother” scenario – a major invasion of privacy. Especially with the current driver shortage, this can be a major roadblock and reason to delay the use of cameras.

The good news is that nearly all drivers come around to acceptance. Based on real-world cases, we’ve outlined some best practices to get drivers on board.





# 1. Be Transparent

Overcome feelings of discomfort by being transparent and collaborative—explain why you are installing cameras. Share your company’s goals and guidelines, so drivers understand the need for change.

Focus on sharing the targets video safety solutions will help your organization accomplish. Broad goals may be improved CSA scores, decreased unsafe events, and lower insurance premiums.



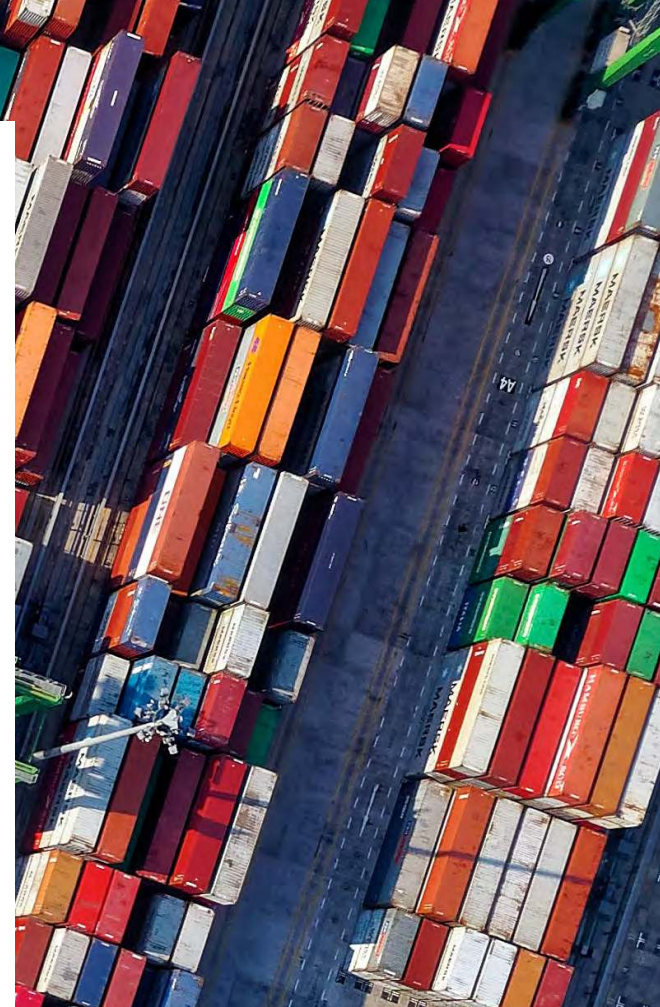
*“ We told the drivers the cameras were there to help them, and we asked them to try it out for a month. With this process, we gained their trust. ”*

**Amanda Gallegos**, Director of Risk Management, Stewart Transport

## 2. Explain How It Works

Communicate *how* the technology works and what the drivers can expect. Doing so, will set a foundation for success.

Explain how events are predicted and detected, who has access to the footage, how long videos are stored, etc. If you will be using an advanced AI-enabled camera, where footage will be reviewed by computers – not humans – let them know; they may find computers more acceptable than having humans make judgments about their driving.



“ *The AI technology really helps the drivers buy in as a whole because having humans decide whether or not they’re doing something right is [unappealing]. At first that was 50-50% but now as they see their behaviors change their score, the buy-in increases each week.* ”

Karen Smerchek, President, Veriha Trucking





## 3. Ask for Feedback

Be collaborative. Ask for driver feedback via a survey or a one-on-one conversation. You may adjust your rollout based on their concerns; for example, they may be amenable to outward-facing cameras, but not inward-facing cameras.



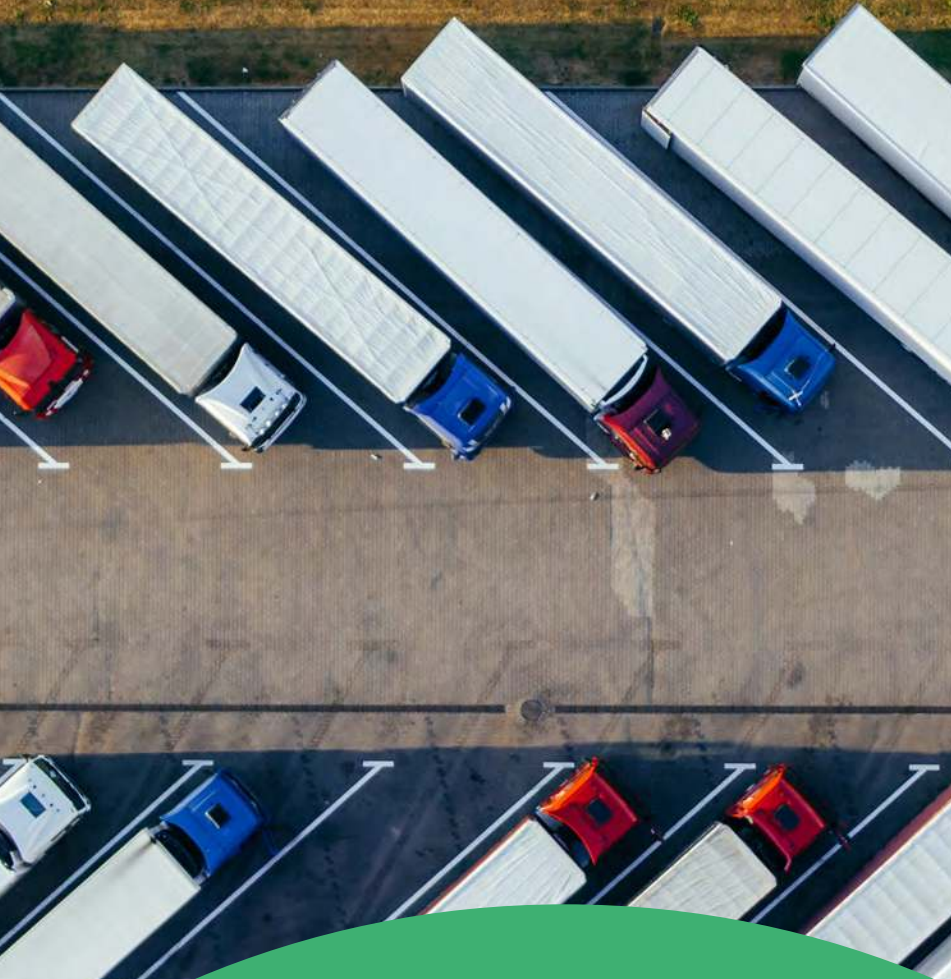
## 4. Give Them a Reason to Care

What's in it for them? In addition to a decreased chance of a major accident and exoneration in the case of a non-fault accident, driving for a safer fleet will ultimately help their career. And lower insurance premiums may encourage some fleets to offer better compensation. What is good for the company is good for the driver.



*“When the drivers saw we were using [the video] in a positive manner, they embraced it very quickly. When they realize what we’re doing is trying to enhance them as a driver, and protect them and their safety, it’s really a little bit of a game changer.”*

John Elliott, CEO, LoadOne



## 5. Recognize Good Driving

Many drivers are used to legacy cameras that focus on brake or G-force triggered events. The problem with this is that managers don't get the full picture – only the “bad” driving. Advanced AI-based cameras capture and analyze the entire driving day, enabling managers to confidently recognize all the good driving – which comprises most of the drive time. A performance report that is based on a balance of positive driving behavior and constructive feedback will encourage drivers to perform better.

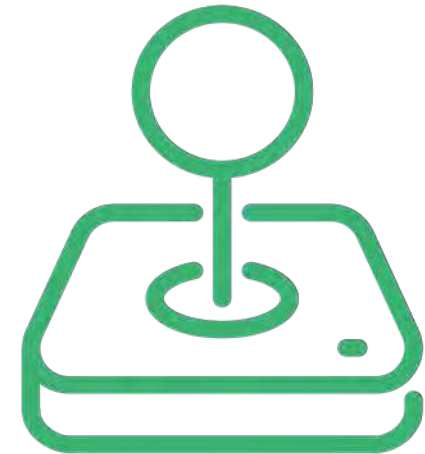
“ *It's important to stay disciplined with coaching, build relationships with drivers, and provide positive recognition. It's like a bank account – you can't make a withdrawal unless you have sufficient deposits.* ”

Karen Smerchek, President, Veriha Trucking

# 6. Utilize Gamification

We all have a competitive streak, so use it to your advantage. Companies that use gamification features have seen an average of 60% increase in **employee engagement**, and 72% of people say gamification makes them work harder.

Gamification can be as simple as allowing drivers to see their score rank compared to their peers and the fleet average. By applying gamification to fleet safety, you reward positive behavior, motivate teams, celebrate success, and give drivers a sense of control. All of that together - happier drivers, positive driving behavior - leads to higher productivity.



“*STS Recycling has a weekly contest for the highest Green-Zone score. “It’s only \$25, but you would think it was a lot more than that with how competitive everyone is. I think it’s just because it feels good to win and have everyone know that you’re the best.”*

Jamal Hardy, Driver, STS Recycling



# 7. Empathize

Remind drivers that most offices have cameras in them, including yours (if that's the case). When the key is on, it's their office; when the key is off, it's their home.

Position cameras as a wingman, not a watchdog. They are there to protect them and to help them stay at the top of their game.



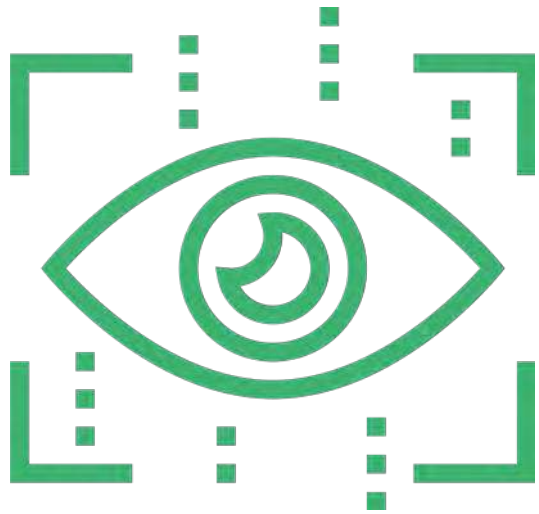
*Our approach was always that we're protecting the drivers. These drivers are out there working hard, and they can be criminally prosecuted if they are doing it the wrong way. We tell them, 'if you're a good driver, then you shouldn't be concerned.' The cameras are another layer of protection for them.*



Rod Cooper, CEO,

Classic Transportation & Warehousing





## 8. Show Them What You See

Self-awareness is the first step for any personal shift. Bring the drivers into your office to watch their own videos. Often, they don't recognize their own driving, and seeing it on your screen is the catalyst for a big shift in behavior change.

*“ We had a driver with severe following distance alerts; his driver score was 550 (out of 1,000), which is pretty bad. I brought him into the office to show him some videos. It made me uncomfortable watching the videos; I was hitting the brake pedal under my desk. Within 2 weeks he jumped that score from 550 to 750, and he has stayed in that range. ”*

Ryan Merwin, Safety Manager, ALTL

# 9. Empower Them

Give drivers visibility to their own performance metrics so they can manage their progress. Let them have control over their career. Not only will this save managers time, but it will give them a sense of autonomy and control of their career. And happy drivers are good for a fleet's bottom line.



*I had an owner-operator that was upset about getting a camera – that I was going to be on him to change this or change that. I said, 'Download the app and pay attention to it, and you'll never hear from me. I know the type of driver you are. Just pay attention to what it's telling you, correct it, and we'll move on.' Three weeks later, he comes walking into my office and says, 'You know, I'm still not happy about a camera in my truck, but that app basically told me I was becoming complacent, and this has made me a professional driver again.' So that's a big impact statement from that particular driver.*



**Lucas Mowrey**, Safety Director,  
Grand Island Express



# 10. Go One Step at a Time

Roll the program out slowly and be patient during the adjustment period. Do a trial; give people 30 days to get used to the cameras, and then reassess. You may choose one group of drivers to start with, such as those who have had consecutive incidents. Or one feature at a time – start with exterior cameras only for a few months, then move to inward cameras, then implement driver self-coaching, then manager coaching.

Also, choose one or two driving goals to focus on at a time, so people don't get overwhelmed. Pick your top area of concern and work on it until you reach the set goal. For example, focus only on speeding until it is under control; then add on following distance; and so forth.

## What Worked for TITAN Freight:

*First, management spoke to the drivers about installing cameras. There was initial hesitation, but they explained that their focus was to save lives, and they proceeded confidently with the installation. They started giving out bonuses for good scores. Finally, they added manager coaching, and enabled the interior cameras and in-cab alerts. They didn't lose any drivers during this process.*



# 11. Use Incentives to Encourage Participation

Especially in the case of owner-operators, the drivers may have the final say on what goes in their cab. Make a big deal out of the camera and driver app installation. Hold a “safety week” and give out cash and prizes for participation. Offer bonuses for those that agree to the installation.



## Example:

*Because of the wealth of information Vascor gets from their video-based safety solution, VP Operations Chris DeRose and his team were able to expand their driver pay bonuses to include operational bonuses. If a driver spends 2,200 minutes behind the wheel and has a weekly score of 900 or above, he or she receives a \$75 weekly safety bonus.*



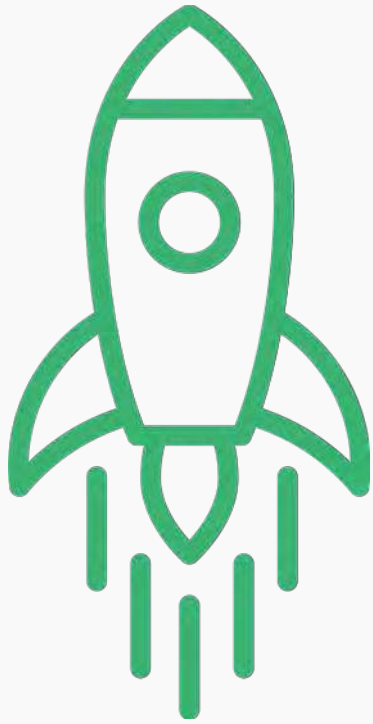
# 12. Reward Improvement, Not Just Top Performers

Reward those who show the most improvement over a time period or most improved for a particular alert, even if they are not meeting the goal score. This will boost morale and encourage improvement across all levels of drivers. Attach incentives to the scores, rewarding drivers with bonuses, swag, gift cards, paid time off, etc. Most fleets find that even a nominal reward works wonders.

*“ You’ll have the bottom 10–20% of drivers, and you really want to encourage them to meet the fleet goal score. We recognize the lower-scoring drivers that have a great week, a peak in scoring, or proactive driving moves. ”*

**Shannon Branch**, Director of Compliance and HR, Petroleum Transport





## 13. Share Successes

Fleet drivers are NOT at fault in 80 percent of collisions, and video cameras provide that proof. Installing this type of hardware can exonerate drivers, providing evidence in case of an accident, saving fleets thousands of dollars in wrongful liability claims and time spent in litigation. Share exoneration videos and stories in group meetings, via email, on the TV in the driver's lounge, or wherever you communicate with your team.

*Some of our spokespeople for the cameras are drivers that were involved in accidents and were exonerated based on what the footage showed. So, we really publicized that. We talk about it in virtual driver meetings, and we post articles in our newsletter about 'this driver's specific success story with the camera.'*

**Adam Lang**, CDS, Chief Risk Officer, Halvor Lines





# Final Thoughts

There is a level of discomfort with any change, especially when it involves a perceived invasion of privacy. In the case of cameras, careful planning and thoughtful communication can make all the difference.

“ *[Video cameras] have not affected our turnover, aside from terminating a driver for poor performance. Now the entire fleet is on board, and we’ve been having a lot of fun with it. We’ve developed a positive company culture around this.* ”

Claren Lau, President, ATTL

Advanced AI-based video safety solutions like **Netradyne’s Driveri®** can help get your drivers on board with cameras by focusing on recognizing and rewarding good driving and empowering drivers to take charge of their own success. The driver scores and gamification become the foundation for a positive safety culture, more profit, better driver retention, and ultimately a safer fleet.

Learn More About How Netradyne Driveri® Will Gain Your Drivers Trust—Or Better Yet, On-Board Altogether

