Using Technology to Improve Driver Behavior and Increase Fleet Safety

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Using Technology In Fleet Safety:

Technology has been used to collect data for post accident analysis for many years.
Using Technology In Fleet Safety:

*Post* accident analysis is extremely beneficial.

However, by definition, it is *reactionary* in nature.
Using Technology In Fleet Safety:

*Post* accident analysis allows you to:

- Analyze collision events after the fact in order to identify root cause
Video-Based Driver Risk Management:

The reaction is to:

- Put new or improved systems into place
- Train drivers to avoid these causes
Today’s Technology:

Today’s technology has evolved to provide benefits which are two-fold:

Both Pro-active and Reactive
Today’s Technology:

One such technology is:

Video-Based Driver Risk Management
Video-Based Driver Risk Management:

Benefits of this technology have evolved to be Pro-active:

After looking at the Root Cause of collisions, in many cases it is linked to risky driving behaviors.
Video-Based Driver Risk Management:

The key to the Pro-active approach:

- Identify the risky behaviors in a driver
- Change these risky behaviors before they result in a collision
Pyramid of Accidents

Based on the Heinrich model
The Pro-active approach:

• Companies using technology to identify the risky behaviors that occur will be more successful in modifying those behaviors

• It is possible to change these risky behaviors before they result in a collision
Video-Based Driver Risk Management:

In a moment we will review actual statistics from a case study: FTS International.
Video-Based Driver Risk Management:

Pro-Active Benefits are gained through:

- Raising driver awareness
- Allowing management supervision of daily driving behaviors
- Increasing driver accountability
Video-Based Driver Risk Management:

How does the system work?

- The device is triggered by G-Forces
- Some causes of the G-Forces include:
  - Collisions
  - Hard Braking
  - Sudden swerving or evasion maneuvers.
The Pro-active approach:

When a risky behavior is evident:

- Drivers are coached to change their risky behaviors
- Modifying risky behaviors will ultimately result in improved safety of your fleet
Video-Based Driver Risk Management:

Additional Benefit:

- Protection from fraudulent claims
Case Study: FTS International

• A leading provider of well completion services
• Currently uses a coaching program along with this technology in over 1,500 fleet vehicles.
Sample Video #1 Snapshots:
Sample Video #1 Snapshots:
Sample Video #2 - Snapshots:
Sample Video #2 - Snapshots:
Sample Video #2 - Snapshots:
Sample Video #3 Snapshots:
Sample Video #3 Snapshots:
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**Case Study: FTS International**

Using this technology along with workable solutions for coaching has proven to be a significant benefit to FTS International.
Case Study: FTS International

FTSI has:

• Overcome many driver behavioral challenges
• Increased fleet safety
• Reduced collision events
Case Study: FTS International

Today’s example,
Choosing three common risky behaviors:

• ________________________
• ________________________
• ________________________
• ________________________
Case Study: FTS International

Three common risky behaviors:

- Following too Closely
- Not looking far enough ahead
- Unsafe cell phone use
Case Study: FTS International

Within the first year:

Following too closely…

Improved by greater than __ %
Case Study: FTS International

Within the first year:

Following too closely...

Improved by greater than 60 %
Case Study: FTS International

Following Too Close

62% Improvement

Graph showing improvement over time from January 2013 to February 2014.
Case Study: FTS International

Within the first year:

Not Looking Far Enough Ahead…

Improved by greater than __ %
Case Study: FTS International

Within the first year:

Not Looking Far Enough Ahead

Improved by greater than 50 %
Case Study: FTS International

Not Looking Far Ahead

51% Improvement

Chart showing data from January 2013 to February 2014.
Case Study: FTS International

Within the first year:

Cell Phone Use…

Improved by greater than ___ %
Case Study: FTS International

Within the first year:

Cell Phone Use

Improved by greater than 50 %
Case Study: FTS International

Cell Phones

54% Improvement

[Graph showing cell phone data with a 54% improvement highlighted]
Case Study: FTS International

Within the 3 months immediately following the full implementation:

• 70% reduction in traffic violations
Case Study: FTS International

Other benefits experienced included:

• Reduced vehicular accident claims
• Fraudulent claims were averted
• Protected the driver
Case Study: FTS International

Significant reduction in vehicular accident claim dollars over the prior year:

• The reduction in claim $dollars$ over the prior insurance year was ___%
Case Study: FTS International

Significant reduction in vehicular accident claim dollars:

66 %
Case Study: FTS International

Average cost of Claim decreased **66% YOY** since DriveCam implementation

(Confidential values have been removed  2014 YTD figure is as of 10/01/2014)
Every company is different, and both your challenges and results will vary.
Best Practices:

The first steps:

• Proactively engage a video-based driver risk management technology
Best Practices:

The first steps:

• Use the presence of video event recorders to help build or improve a strong safety culture
Best Practices:

Build the best foundation for your program:

• Safety is everyone’s job
• Involve your operations team
• If the operations team is actively involved you will gain the best benefit
Best Practices:

The core of the program: Coaching

• Remember, your primary goal is to reduce risky driving behaviors
• Coaching is the key
Best Practices:

The core of the program: Coaching

- Coach first, but address and correct risky driving behaviors that don’t improve
Best Practices:

Track and manage performance:

- Decide what your Key Performance Indicators or KPI’s will be
- Regularly review the program status
Best Practices:

Track and manage performance:

• If you have multiple locations, use healthy competition by showing their successes
Best Practices:

Make it a positive program:

• Recognize and reward safe driving behavior

• Inspire drivers to go from feeling “watched” to feeling safer and more protected
References:

Risk & Regulation magazine
Near-Miss Management:
Managing the Bottom of the Risk Pyramid
Ulku G Oktem, Rafael Wong and Cigdem Oktem

Pyramid of Accidents
The Heinrich model
Thank You

Questions?
Additional Questions?

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