



Implementing a Fleet Safety Program Can Be Easy

A GreenRoad White Paper

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Fleets of all shapes and sizes often find themselves facing similar concerns when considering implementing a driving safety program. But it doesn't have to be hard – here's how to avoid the top worries.

Worry #1: Is driver feedback complicated?

One concern fleets often face is whether they will have to provide drivers with a lot of complicated feedback based on engine diagnostic codes, G-forces or other complex analytical data from reports days or weeks after a trip. To circumvent this need, choose a technology service that provides easy-to-understand feedback quickly, making it easy for drivers to correct in the moment. A simple red-yellow-green display, for example, or some other familiar metaphor, frees drivers from having to interpret complicated feedback. Since we're dealing with human beings here, not machines, feedback should be multi-modal – e.g, delivered in real time, via online tools, email and manager coaching -- to accommodate different learning styles.

Worry #2: Will the system increase the burden on management?

Fleets also worry about the burden a fleet risk safety program could place on management, but it doesn't have to be time-consuming or require additional resources. If you provide ways for your drivers to self-correct, you'll free up management to focus on rare exceptions or other pressing business issues. Avoid systems that require you to painstakingly review surveillance of crashes or near-crashes. You need an objective and scalable approach that's easy. You'll also want to insist on dedicated account managers who implement a step-by-step customer success program tied to your organization's unique KPIs.

Worry #3: Will the technology match the business goals?

The technology system that you deploy should fit into your business; you shouldn't have to fit your business to the technology. Make sure that you select a program that allows you to customize the system to your unique business needs. GreenRoad's Vehicle Signature Profiles™ for example enable fleets ranging from light duty service vans and deliver trucks, to passenger cars to heavy trucks to customize feedback by vehicle type, route type, terrain and fleet policy (such as fuel efficiency, and passenger comfort).

Worry #4: Will the technology integrate with other systems?

Another potential concern of fleets is how to integrate the technology into existing systems. Make sure your vendor has a program to facilitate integration with your in-house IT systems and third party hardware and software. GreenRoad's Intersect program, for example, allows you to integrate with best of breed products and services related to driving behavior, including Qualcomm, IDS and ZFI.

Worry #5: How can I quickly isolate the source of risk?

Choose a technology that allows you to determine easily whether the risk lies with the driver, the vehicle or the route. One solution is visual heat mapping that makes it easy for the fleet manager to see clusters of safety incidents at a particularly dangerous intersection or location. A leading transportation company in the U.S. found that a lot of their trucks were exhibiting harsh braking at the entrance to a particular depot. By looking at the cluster of events on a GreenRoad map, they were able to determine that the braking events were concentrated at a single intersection in a hilly, wooded area with a blind curve. They were able to direct their coaching efforts to how to deal with the challenges posed by each driver on that route.

Worry #6: Will deployment be difficult?

Vehicles are expensive, complex machines. Integrating some telematics technology can add to this when you have to integrate with and make sense of complex vehicle diagnostic engine buses and the numerous and the varying fault codes they provide. Consider systems that only require simple installations drawing merely power from the vehicle. And simplify the process by selecting a turnkey provider who will take care of all of the details for you, beginning with installation and encompassing all aspects of implementation.