

A man with a beard, wearing a red t-shirt, a bright yellow high-visibility safety vest, and large orange and black headphones, is driving a vehicle. He is holding a smartphone in his left hand. The background shows the interior of the vehicle and a window looking out onto a bright day.

HOW TECHNOLOGY IMPACTS A FLEET SAFETY PROGRAM

Develop an objective, sustainable fleet safety program by using data and a fleet-driver analysis.



FLEET MANAGEMENT

Safety policies and procedures impact nearly all aspects of an organization. When proper emphasis is put on fleet safety, organizations protect employees, and their reputation.

Yet, statistics show that there are many challenges to overcome. For example, the annual accident rate for commercial fleets is 20% — around the same rate that has been reported for nearly a decade. Moreover, \$70,000 is the average cost of a loss related to fleet vehicle collisions¹.

Without a proper, enforceable safety policy, organizations may be exposing themselves, and their drivers to increased risk for moving violations or injuries from collisions. Often when organizations feel the impact of vehicle-related crashes, results can manifest by way of unforeseen costs.

Common Collision-Related Costs

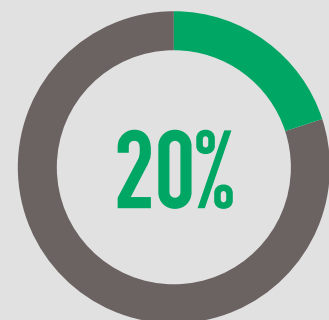
- Lost productivity
- Lost revenue from canceled or postponed service calls or deliveries
- Third-party liability claims
- Repair costs
- Liability deductible or premium increase
- Long-term impact to vehicle resale value

A successful fleet safety program, implemented correctly, can result in significant benefits to the organization and its drivers, by minimizing the frequency of collisions. Every organization should aim to have and implement a comprehensive fleet safety program. Be mindful that the existence of a safety program is no guarantee of success. It requires a combination of proper planning, cultural transformation, and technology to make a safety program sustainable.

Organizations across a variety of industries have found that partnering with a fleet management company (FMC) is an effective way to sustainably implement and enforce a fleet safety program.



AVERAGE COST OF LOSS-RELATED
VEHICLE COLLISIONS¹



RISK OF COMMERCIAL DRIVER
GETTING INTO AN ACCIDENT PER YEAR¹.



Fleet managers across every industry may see developing and executing safety programs as a challenge.

Components of a safety program that need ongoing support include:

- **A written fleet safety policy:** Developed with input from all organizational stakeholders — senior leadership, human resources, and drivers — led by the company's fleet manager.
- **A review process of the written plan:** A safety policy is a “living document” built with **flexibility** for amendments. Consider how new driving laws, safety technologies, or training methods become available or when there is a new or emerging safety priority.
- **A strong communication plan:** Acceptable driving and performance expectations must be shared and adhered to no matter the employee's place in the company hierarchy².
- **Fleet safety adoption support:** Strong, unwavering leadership support is fundamental to the success of the safety program and policies. Organizations should enlist a C-level “champion” who embraces and advocates for the program, keeping it visible, inspiring its success.

An FMC partner like Enterprise Fleet Management can offer the insights and expertise to assist with the development of an effective safety program. Working with an FMC can ensure your program evolves the latest trends, laws, and gives driver access to fleet technology.

Importance of Reliable Driver Performance Reporting

Fleets that conduct driver performance reviews have a greater opportunity to spot risky behaviors — whether a violation was received on or off the clock — and take appropriate action to minimize risk. Motor Vehicle Report (MVR) reviews are used as a starting place to develop a fleet safety standard. MVRs are reviewed at the point of hire, and then, at a minimum, conducted annually. MVRs have limitations. For example, no speeding tickets may have shown on a driver's record, but that does not mean that drivers don't speed; only that they haven't been caught³.

MVRs are important, but they should not be the only tool in assessing risky driver behavior. Many company managers who oversee fleet and driver operations may lack the knowledge, bandwidth, or tools to leverage the means to improve their fleet safety program. A comprehensive fleet safety program will include other elements that complement regular MVR reviews and work to maximize the organization's potential to mitigate risk.

Today's fleet safety programs leverage a variety of technologies to work individually and in conjunction toward the goal of improved safety for drivers and the organization. Two critical types include:

1. In-vehicle technology
2. Aftermarket telematics solutions

A professional fleet management company will help determine the best solutions for an operation by spec'ing appropriate in-vehicle safety equipment as well as the best fleet management solutions to help reduce risk and provide fleet managers with the information they need to hold drivers accountable.

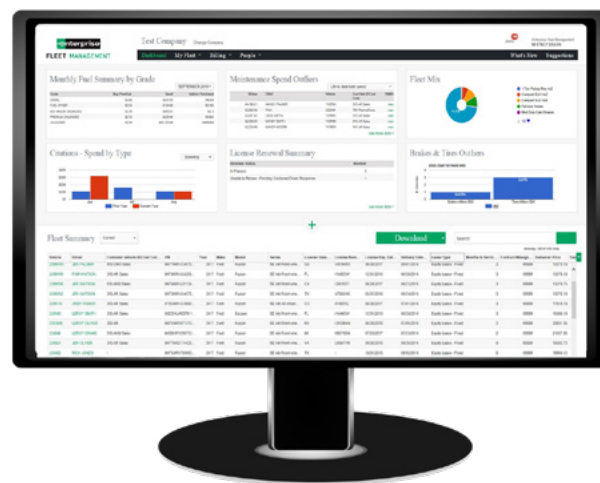
Nearly all vehicle manufacturers are adopting standard practices to incorporate in-vehicle safety technology, such as the advanced driver assistance systems (ADAS). These systems use sensors to reduce crashes by alerting drivers while the vehicle is being operated.

Telematics is another tool to help to support a fleet safety program. In fact, telematics technology has revolutionized driver risk management by providing visibility into how drivers are behaving in real-time — making telematics the ideal complement to other traditional review methods and provide continuous reporting for support.

The solution you choose should provide a convenient and consistent way to objectively capture and trend driver data for

Many of today's telematics offerings allow fleet managers to build customizable programs that trigger alerts for select driving behaviors such as speeding, harsh acceleration, harsh braking, drifting out of one's lane, and so on. The right telematics solution can be instrumental to a successful safety program. Telematics can provide an organization with:

- Transparency
- Flexibility
- Consistency
- Accountability

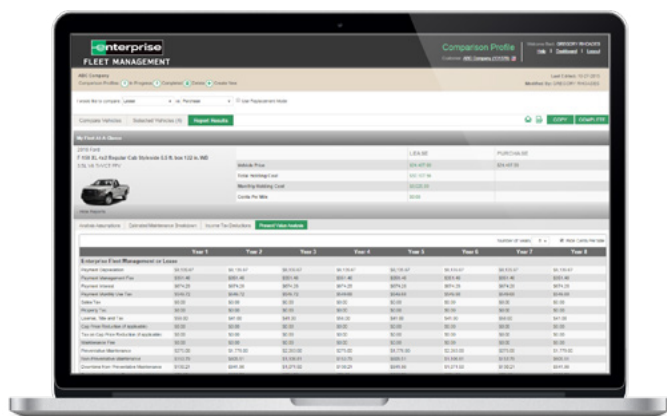


scorecards, risk assessment, and coaching.

Accountability is the endgame. Telematics solutions, available through Enterprise Fleet Management and their partner Geotab®, provide in-vehicle safety alerts to drivers when an unsafe practice is detected. Geotab's telematics solution sends data points and alerts to the fleet manager in real-time — as a means to manage productivity, reduce waste, and improve performance. This reporting method and communication system is a powerful way to consistently spot risk and provide education for drivers and alert them to their risky habits behind the wheel.

Moreover, the most effective telematics solutions are flexible and customizable. Many Enterprise Fleet Management clients leverage Geotab's telematics program, which allows them to customize alerts depending on a wide variety of business parameters, geographic features, the vehicle, or specific conditions. The flexibility helps organizations capture vital, authentic data and keep drivers accountable uniformly across the fleet. To see how a telematics program could work for your fleet, visit www.efleets.com/telematics.

One of the most desirable components of a telematics solution, such as Geotab, is the ability to provide in-depth, customizable reporting for fleet managers. Reporting is the gateway to trending driver data, creating scorecards, assessing opportunity for improvements and, ultimately upholding the safety program that much easier. Reports can identify your safest drivers and those who need improvement.



As fleets develop a strong safety program, it is essential for an organization to monitor safety-related metrics, identify trends, and to take action. Improving driver behavior is a powerful way to assist with the reduction of incidents and related downtime.

Enterprise Fleet Management can provide expert guidance on turning raw data into actionable intelligence. The right partner can help you develop driver scorecards, implement risk analysis programs, launch, and carry out a telematics program for long-term tracking and sustainability, or a combination of all three.

Identifying consistent metrics across drivers, and spotting trends based on behaviors behind the wheel, companies are poised to institute the most appropriate education, training, and guidelines for every driver.

ADAS Are Becoming Standard Equipment

Advanced driver assistance systems (ADAS) are in every new light-duty vehicle today, and you might not even know it. Increasingly they are becoming standard options on vehicles — and some, such as backup cameras, are even mandated by law.

Did you know these are Advanced Driver Assistance Systems?



CRUISE CONTROL



LANE KEEPING ASSIST



BLIND SPOT DETECTION



**BACKUP
CAMERA(S)**

For its clients, Enterprise Fleet Management provides an individualized, consultative approach to help them manage their fleets — including the implementation of safety programs that support a company’s objective to improve safety and mitigate risk.

In-vehicle and telematics technology continuously evolve to meet the needs of lawmakers and commercial drivers. Companies can rely on their Account Manager to keep them informed and up to date on the latest technology, why it’s important, and how it can improve their fleet’s safety. Enterprise Fleet Management’s expertise and knowledge of the automotive industry paired with their access to risk management programs as well as Geotab telematics solutions can help organizations develop a custom program to fulfill their objectives. To learn how Enterprise Fleet Management can make improvements to your fleet safety program, visit efleets.com to request a free Fleet Safety Analysis.

About Enterprise Fleet Management

Owned by the Taylor family of St. Louis, Missouri, Enterprise Fleet Management operates a network of more than 50 fully staffed offices and manages a fleet of more than 630,000 vehicles in the U.S. and Canada. The business provides full-service fleet management for companies, government agencies and organizations operating medium-sized fleets of 20 or more vehicles, as well as those seeking an alternative to employee reimbursement programs. Enterprise Fleet Management supplies most makes and models of cars, light- and medium-duty trucks and service vehicles across North America. As one of the largest buyers and sellers of vehicles, Enterprise is the undisputed expert in remarketing.

For more information about Enterprise Fleet Management, visit www.efleets.com.

References

1. “Commercial Fleet Accident Rate Reaches 20%.” Antich, Mike. www.automotive-fleet.com. May 25, 2018. www.automotive-fleet.com/303123/fleet-safety-metrics-reverse-negatively-accidents-increase. Accessed June 4, 2020.
2. “Changing Fleet Driver Behavior to Create a Corporate Safety Culture.” Antich, Mike. www.automotive-fleet.com. Jan. 6, 2020. www.automotive-fleet.com/347993/changing-fleet-driver-behavior-to-create-a-corporate-safety-culture. Accessed June 4, 2020.
3. “Fleet Safety Starts with Drivers.” Cavalli, Bob. www.automotive-fleet.com. March 9, 2020. www.automotive-fleet.com/352688/fleet-safety-starts-with-drivers. Accessed June 4, 2020.

