

EBOOK

Guide to Getting Drivers on Board with Dash Cams

TOP 7 TIPS

Introduction



The biggest hurdle to overcome with dash cam implementation is driver resistance.

Although better technology is usually welcomed, the idea of dash cams may make drivers feel they're being spied on, or not worthy of trust.

And it's true—implementing dash cams without outlining policies, procedures, and how they will be used can lead drivers to think they're being micromanaged. That's why the messaging around your dash cam implementation has to be clear, concise, and most of all—positive.

Learn our top tips to help your drivers see the benefit of dash cams and offer suggestions on implementation. When done correctly, everyone can get on board (literally) with the benefits from advanced technology.



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TIP

1

Learn the stats
to share with
your team.



➤ **94 to 96%**
of vehicle crashes are
caused by human error

➤ **17,000**
car accidents in the U.S.
each day

➤ **\$16,500**
is the average cost of a
vehicle accident

➤ **1,000**
fleet vehicles could
average about 200
accidents per year



The most important point we need to address is that drivers behind the wheel are human beings, and we all make mistakes. As a result, it's wise to plan for accidents out of our control. In fact, according to the National Highway Transportation Safety Administration (NHTSA), 94 to 96% of vehicle crashes are caused by human error.ⁱ

The NHTSA also notes that there were 6.74 million police-reported car accidents in the United States in 2019, which makes for approximately 17 thousand car accidents in the United States each day.ⁱⁱ

Obviously, when driving is part of the job, there are lots of chances to be part of that statistic. As a result, encouraging the best driving behavior possible makes sense for everyone involved. Not only do businesses want to be safe, but they want their drivers unhurt. There's a significant financial impact for both sides.

The average cost of an accident in 2022 is about \$16,500.ⁱⁱⁱ What's more, the annual accident rate for commercial fleets is 20%, so if your organization has a fleet with 1,000 vehicles, on average 200 of them will be involved in accidents each year.^{iv} Of course all of the incidents won't hit the \$16,500 rate, but it's still obvious how quickly the financial impact can grow.

In addition, there are also injuries to people that have to be taken into consideration. You can't place a dollar amount on the importance of getting drivers home safely to their families every day.

If dash cams could modify driver behavior, keep people and equipment safer, and protect people who aren't at fault...can you afford not to have dash cams?



TIP

2

Make it part
of the safety
culture



TIP TWO: SAFETY CULTURE



No one wants to be micromanaged, which is why presenting dash cams in a positive, safety-conscious way is the best way to begin implementing them in your business.

Technology has been improving safety on the road for years, and this is the next step. The main priority of a business is the most valuable asset—people. Ensure your drivers know that the dash cams are to protect them, not punish them.

For instance, a dash cam can exonerate drivers who were behaving correctly but were wrongly accused.

Dash cam footage can help businesses defend their drivers' driving reactions, as it gives them almost-irrefutable video evidence.

In a culture designed around safety, this is a valuable addition.



TIP 3

Communicate
the value



Consider these statements and how you can frame an answer:

"I feel like you don't trust me."

It's not that I don't trust you, it's just I want to be able to better guide you on how to be a safe driver. The most important part to me is getting everyone home safely at the end of the day. If there's a way I can help you do that, I want to.

"I already know how to do my job. I'm not doing anything wrong."

I know you're a professional, and I respect that. I'm using this technology for everyone to help defend you and our business. I'm going to be able to use this event recording as evidence if you're wrongly accused. I'm not using it as a punishment, I'm using it as protection.

"I feel like you're spying on me."

This is an event recorder, not a running live feed. My main interest is guiding you toward safe driving behavior and protecting you from other people while you're driving. This technology lets you get information to take charge of your own driving behavior, including showing off the positive.*



Safe driving is a shared value, as drivers want to get home safely as well. Drivers will be able to recognize that technology will allow them to help improve their driving, which they should also care about for the sake of their long-term career.

Also, it may be helpful to present it as a non-negotiable. If a driver is unwilling to have a camera, it's probably not the right fit. Ultimately, the technology is designed to benefit both the driver and the organization, and businesses can build the culture around that shared goal.

Even if your drivers are resistant to cameras or technology at your organization, it's important to remember this technology is continually gaining traction in businesses across the U.S., and it's going to be standard procedure.



*Driveri monitors and rewards DriverStars for positive driving behaviors



Quick Dive into Smart Cam Technology: Driveri

Rather than being used to look over a driver's shoulder, Driveri only shares certain events. This can mean sharing unsafe actions, as well as a driver's good habits, while also putting context into events other cameras would report as unsafe.



Awarding for Behavior



Recognizing Real-Life Situations



Rewarding Safe Driving

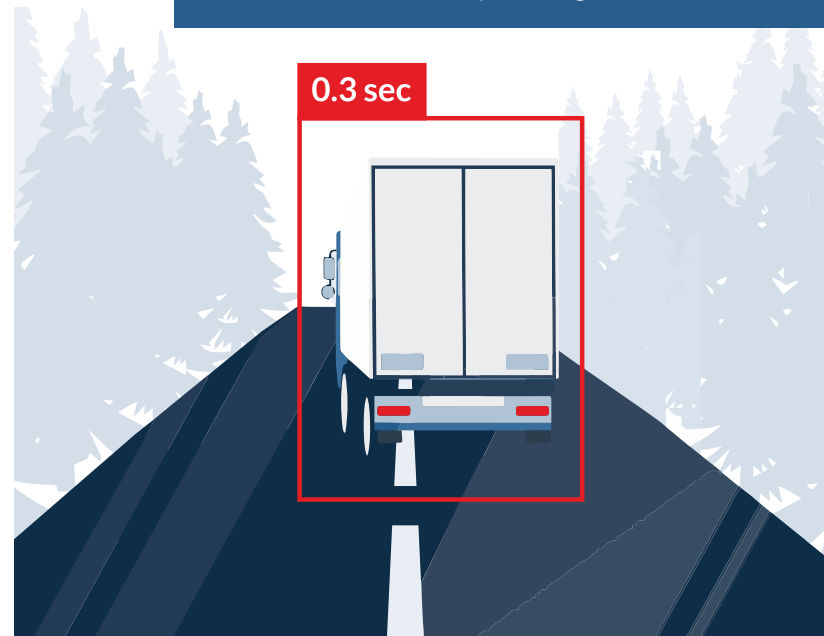


Tracking Your Coaching Sessions

Driveri can recognize unsafe behavior before it even becomes a problem, correct it, and improve for the future.

Learn more at gpsinsight.com

DriverStar: Great Job Created Separation by Slowing Down



Keep in mind: Currently 55% of commercial fleets in the U.S. have adopted traditional telematics, and video telematics adoption is growing at a rate of 16% per year.^y

Dash cams are gaining traction, with no signs of slowing down in the future.



TIP

4

Remind drivers
this is professional
development

(and focus on coaching)





Professional development is an opportunity to become even more skilled, which is a career-long benefit.

Recognition and competition are very motivating in the workplace. As part of your dash cam implementation strategy, consider kicking off a professional development program that allows employees to work toward higher levels of recognition. To qualify, they can complete monthly assignments, additional assignments related to each level of recognition, and gain the requisite number of years of experience.

Drivers that used to question training will commonly change their behavior as a result of the professional development, because they are proud of displaying their skill level.

When a pattern of unsafe driver behavior must be discussed, the conversation shifts from what you did wrong to what was going on, to how can we help you improve. Shifting to coaching and professional development helps drivers recognize unsafe behaviors, correct them, and aim for an improved score in the future. Using dash cam event data as one element of the training creates a healthy method to work with and improve driver behavior.

This is also beneficial for their careers, because it doesn't end after they get out of the work vehicle. They will be able to take these additional skills with them. They will ultimately have a better driving record and be even more employable in the long run.



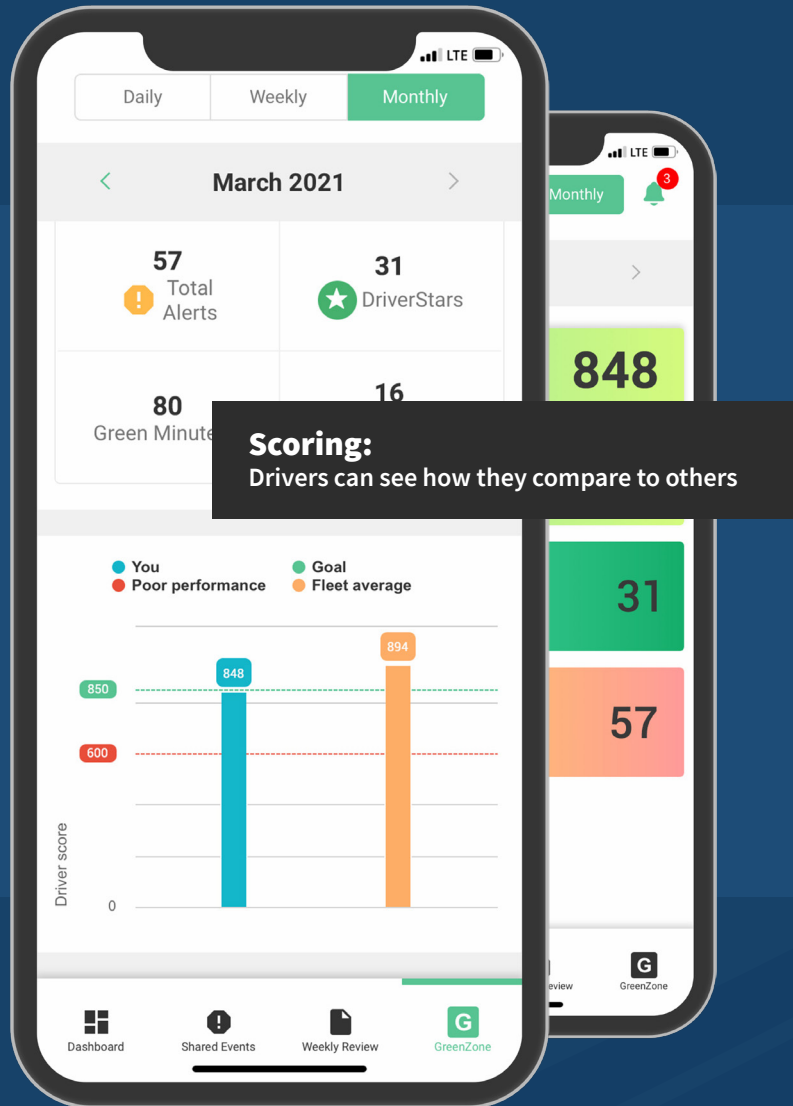
TIP

5

Create
incentives



TIP FIVE: INCENTIVIZE



Recognize, incentivize, reward. Sound familiar? It's a recipe for making people feel valued and inspiring them to do their best.

If you don't already have a training and safety bonus at your company, it's something you might want to consider.

David Murphy, Safety Director of Key Oil, found that when they incentivized training completion with a quarterly bonus, they reached their highest rate – 94% completion. As a result, they have also seen a 78% reduction in claims and the cost per claim over the last two years.ⁱⁱⁱ

In addition, where there is incentive and reward, there is more of a willingness to participate and change behavior accordingly. Your employees will be more open to accepting cameras and coaching as part of their career, because they know that it benefits them financially and professionally.

Drivers are adapting to new technologies more and more, and they are also coming up with their own ideas for improvement, since they're using them so consistently and want to get the most out of them.



TIP

6

Lead
by example





With the training, explanation, and preparing, there comes another important step that all the best leaders do—lead by example.

If you're going to ask your drivers to put dash cams in their vehicles, you should experience it firsthand for yourself. That way, you understand how it works, see what it will capture, see what triggers an event from your driving behavior, and give you a thorough understanding of what your drivers are experiencing. Did you think you braked too quickly? Did you notice you ran that red light? Did you notice you slammed on the gas?

It will make it much easier for you to ask your drivers to do something when you've already done it yourself.

Take the first step to understand both the technology and the emotions attached to having events recorded while driving. It's not only a sign of leadership, but one of respect.



TIP

7

Put it to the test

(beta test your cameras before a widespread rollout)





Recruit some tech gurus and skeptics on your team to first beta test the solution.

That way they can check it out, pick it apart, and come back to you with their best suggestions. After you get feedback—and hopefully buy-in—from this mix of people, it makes it much easier to roll it out to the rest of the team.

Information hits differently when it's coming from your own peers, and beta testing and the aftermath can make a big difference when it comes to embracing new technology.

Of course, there are always going to be bumps along the way when anything new happens in the workplace, but this method can help create a smoother path.



About GPS Insight

GPS Insight provides mission critical insights needed to make physical operations on the road and in the field, simpler and safer to do.

Interested in seeing a demo of our Smart Camera solution?

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SOURCES:

ⁱ 2016 Fatal Motor Crashes Overview. National Highway Transportation Safety Administration (NHTSA). <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812456>

ⁱⁱ Overview of Motor Crashes in 2019. National Highway Transportation Safety Administration (NHTSA). <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813060>

ⁱⁱⁱ Drivers vs. Dash Cams: A Love Story? GPS Insight webinar, produced in partnership with Automotive Fleet. March 31, 2022.

^{iv} "Adoption of multi-camera technology is on the rise among fleets." Commercial Carrier Journal. <https://www.ccdigital.com/technology/telematics/article/15291209/trucking-fleets-embrace-multicameras#:~:text=Bloom%20said%20upwards%20of%2055,adopted%20360%2Ddegree%20video%20telematics>

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