



● RECORD

HOW TO SUCCESSFULLY
**Manage Risk with
Smart Dashcams**



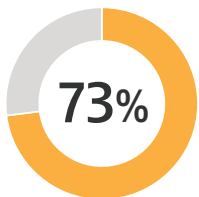
Effective risk management improves driver safety, avoids costly breakdowns and ensures compliance.

Risk management is much more than vetting and hiring the best employees, ensuring loads reach customers on time, and staying competitive in an increasingly digitalised world. Risk management involves fully utilising the tools necessary for preventing adverse incidents before they happen and protecting employees and the company.

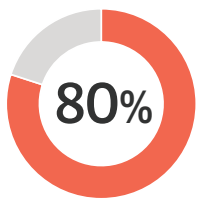
One of the latest tools fleet managers can use to help with risk management is the dashboard camera. The rapidly advancing technology is now using AI to bring together video and driver behaviour, helping businesses proactively mitigate risk, keeping drivers safe and operations running smoothly. In this ebook you will learn about the different ways smart dashcams can mitigate risk, how to select the right camera for your business and how to introduce the solution to your drivers



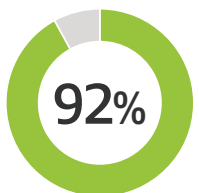
Findings from the 2024 Distracted Driving Report



of fleets are implementing technology to tackle the risk of distracted driving.



of fleets say that smart dashcams have reduced distracted driving.



of fleets are successfully reducing risk when technology is accepted by drivers

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Fleet operators are working in a fast-paced environment where an increasing reliance on mobile technology is creating opportunities and new areas of risk. Across industries, we're seeing business leaders respond through investment in technology that's enabling them to take a proactive approach to risk management and keep drivers and communities safe”

Doug Haebig

Director of Product Management,
Teletrac Navman



Start by Identifying Points of Risk

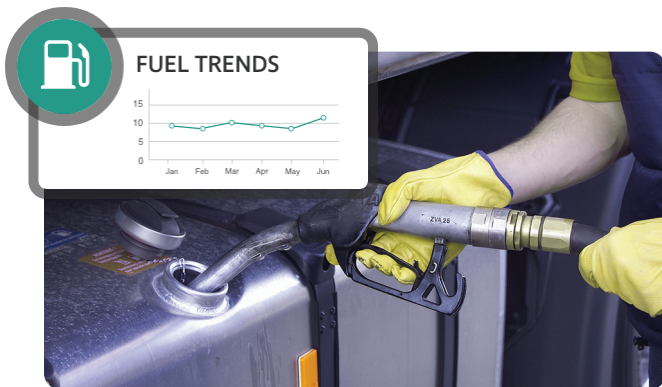
Before evaluating dashboard camera solutions you need to assess the risks that your business is facing and identify your key points of focus. This will allow you to clearly set objectives and define the results you want to achieve. While most businesses are using dashboard cameras to improve driver safety there are additional areas of risk that camera can help mitigate.

1. Driver Safety

Hands down, the number one reason to consider a dashcam is safety. Fleets can use AI-powered smart dashcams to measure instances of speeding or distracted driving, and reward positive driver behaviours, creating a culture of safety. It is important that users spend time to set the right KPI's and build coaching programs that are personalised to each driver. By using digital coaching programs this can be automated through real-time driver feedback.



2. Rising Cost

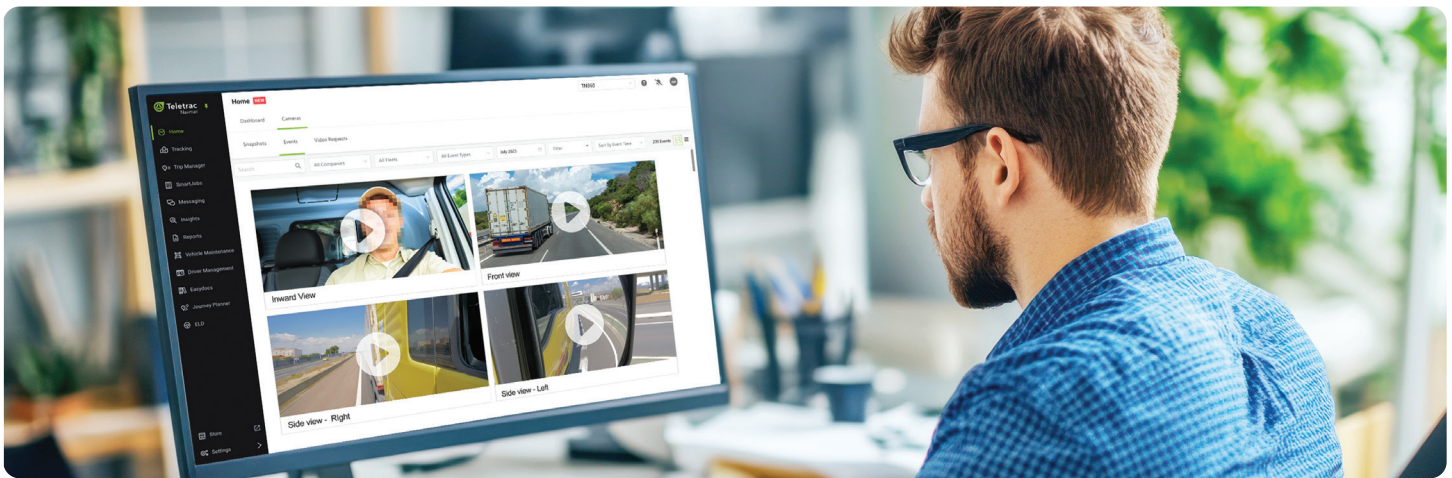


Smart dashcams can help businesses reduce the impact of rising insurance premiums, fuel spend and maintenance costs. As part of your safety program you should be tracking the improvements in driver mpg, reductions in non-scheduled maintenance spend and improvements in your claims history so you can negotiate better insurance premiums. While safety should be the primary objective there are a large number of cost savings that you can realise by running a safer fleet.

3. Litigation and Claims Severity

As well as helping you to take a proactive approach to risk management, smart dashcam can also help you protect your drivers and company from false insurance claims. With access to recordings for all drive time you can easily provide evidence to prove innocence and help your insurance provider quickly identify fault and resolve claims.





Finding the Right Camera Solution

When evaluating solutions you should be focused on your needs today, but have one eye on the future. Implementing new technology can be disruptive, so you should be seeking a solution that will meet your short- and long-term goals. It's also important to think about technology adoption. Finding a camera platform that integrates seamlessly with your fleet management software can increase solution impact by bringing driver behaviour data and second-by-second HD recordings together in one location. Ease of use also plays an important role and ensuring that the software allows you to easily view videos for safety events and to request footage from specific time frames are important factors to assess.

There are also many dashcam models to choose from, including forward-facing and dual-facing cameras and multi-camera setups, but the biggest differentiating factor is whether the cameras have AI capability. What separates an AI powered dashcam is its ability to automatically turn what it 'sees' into insight, and supply information to fleet managers and drivers without human intervention. Dashcams without AI technology simply record what the camera "sees" which can help businesses provide evidence into the causes of incidents and risky driver behaviour. Here's what you need to know about AI Dashcams:





are successfully reducing risk when technology is accepted by drivers

Get Driver Support

Successfully introducing smart dashcam technology to seasoned drivers requires transparency into the reasons for implementing the solution and how it will improve risk management. Communication is key and we would encourage managers to bring drivers into the technology review process and ensure that they have clearly communicated how the cameras work, how they will be used, what they are doing to maintain privacy and why the technology is essential for the company.

There are three main ways fleets can help their employees better accept a camera solution and realise value at the same time:

COMMUNICATION

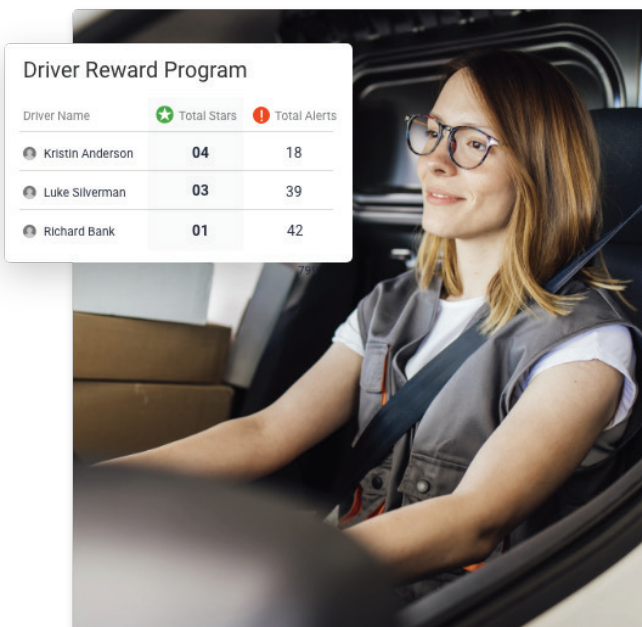
Fleet managers should keep an open line of communication with employees by answering their questions as openly and quickly as possible.

TRANSPARENCY

Cameras are the most advanced driver behavioural tool and informing drivers what footage is being captured and how it will be used is vital. Drivers should be assured that any information provided by smart dashcams is only accessible by supervisors.

REWARDS

A fleet manager could create an employee rewards program that incentivises participation with bonuses or gift cards.





WE'RE HERE TO HELP

At Teletrac Navman we have a listen first approach and our team of solution experts are ready to learn about your business and the points of risk that matter most to you. If you're interested in setting up a time to speak with our team tell us a little bit about your business here, or give our team a call on 0 800 089 8696.



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