



HOW TO

10 Tips for Incorporating a Driver Risk Management Solution Into Your Existing Safety Program

In the world of driving there are no accidents – only incidents preceded by risky behavior behind the wheel. It is common behavior for fleet companies to implement a driver training course, as well as an annual ride-along as part of their safety training, but once the supervisor steps out of the vehicle, behaviors revert to their original, risky, state. Implementing a Driver Risk Management (DRM) solution, that is video technology assisted, as part of fleet driving behavior training will offer insight into your drivers' personal risky behaviors. When implemented properly, DRMs are cost-effective, provide constant driver observation and improve risky driving behavior.

Once you have decided to implement a DRM solution, there may be a few obstacles. Here are 10 tips to ease your implementation:

- **Get all your stakeholders on board.**
Meet internally with everyone involved so they understand what the DRM solution entails and what each individual's role will be in executing the program. Be sure to set guidelines on how quickly incidents should be coached and how/where to provide that coaching.
- **Communicate with your drivers.**
Host an orientation for your drivers to explain why the company is implementing a DRM solution and what benefits the drivers will receive from the solution. Be sure to introduce the DRM solution to your drivers before they ever see a video event recorder in their vehicles so they know what to expect. This would be a good opportunity to bring in your human resources department, who should have already been brought on board with the program. Finally, have all of your employees sign a form acknowledging that they were educated on the DRM solution.
- **Deploy the solution in both driver and manager vehicles.**
This will send the message that implementing the DRM solution is not about an individual driver; it is about making the organization safer as a whole.
- **Implement a rewards system.**
The DRM solution is exception based and will only be triggered by force making it difficult to capture when drivers are exhibiting good driving behavior. One way to identify good behavior is by measuring the time or distance the driver goes without triggering the solution. Create a program that rewards drivers in these situations and recognizes them when they have reached a designated milestone. Offering rewards to drivers reinforces the need to eliminate risky driving behaviors.
- **Continual Communication.**
DRM programs are most successful when continual communication is present. Show a meaningful driving clip at safety meetings, circulate reports to upper management or include a column about the solution in every newsletter – just be sure to keep the flow of communication open and moving.
- **Success hinges on local people actually deploying and managing the program.**
Be sure that each manager has specific objectives and the financial incentive to achieve their objectives. Focus on improving risky behavior, not on reducing collisions, and look at leading indicators – risk – not lagging indicators – collisions.
- **Use the solution as a tool to report near collisions, in order to foster discussion on improving risky driving behaviors.**
Many companies ask that drivers report near collisions, but few drivers do. With a DRM solution, the video event recorder will, most likely, capture the near collision and open the forum for the driver and supervisor to discuss what happened and how the risky behavior involved could be eliminated. Use this captured

near collision as a training tool. Secure permission from the driver, or only use the front view, and show the video at a safety meeting as an example of a common mistake that everyone makes and how to learn from it.

- **Create and communicate the ground rules of the program.**
Determine in advance of roll out how you plan to handle most situations identified by DriveCam footage. For example, what behaviors will constitute the need for coaching? Establish the plan and then communicate it to your drivers. Drivers will work hard to comply once they understand the ground rules.
- **Provide positive and consistent coaching.**
One of the most important aspects of a successful DRM implementation is how coaching and feedback are handled -- only by receiving appropriate feedback is a driver's behavior going to improve. One example is finding a reasonably private area in which to hold the coaching session to minimize embarrassment and foster candid communication. The tone of the coaching should be positive and encouraging. Coaching is not discipline, it is a collaborative effort to improve driving.
- **Tap your DRM Company for tools to use during your implementation.**
Ask your DRM provider for tools to help acclimate your drivers (and managers) to their new environment. Items such as a video introducing and explaining the solution, as well as template materials for acknowledging that each driver has been trained on the solution or that a coaching session has taken place, will help ensure a smooth transition and a successful program.

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About DriveCam

DriveCam is a global Driver Risk Management company that reduces claims costs and saves lives by improving the way people drive. By combining sight and sound, expert analysis and driver coaching, DriveCam has reduced vehicle damages, workers' compensation and personal injury costs by 30 to 90 percent in more than 70,000 commercial and government vehicles. DriveCam has the world's largest repository of events reflecting actual risky driving behaviors. In 2007, Inc. Magazine included DriveCam on its list of the 500 fastest-growing, privately held companies in the U.S. for the third consecutive year. For more information, visit www.drivecam.com