SMARTDRIVE®

COMPUTER-VISION AND ARTIFICIAL INTELLIGENCE — ALONE — DO NOT MAKE A FLEET SAFER

## The Combined Power of a Managed Service with Coaching Improves Safety

Video-based safety systems continue to evolve with a focus on making fleets safer and operationally more efficient. But, not all technology changes improve time-tested processes and procedures. For instance, the addition of computer vision (CV) and artificial intelligence (AI) may make the programs smarter and better able to capture risk, but they don't necessarily make fleets safer – nor operationally more efficient.

The key to a safer fleet is the combination of CV, AI, a managed service and coaching. It's possible that CV and AI, alone, will initially improve safety but without continued coaching and driver engagement, safety quickly begins to erode, as evidenced by the following.

Fleets that are highly engaged with their drivers – coach consistently and frequently – see, on average, **a sustained 60% decrease in their safety score year over year.** The lower the safety score, the lower the observation of risk and likelihood of incidents.

On the contrary, those that install cameras and do not continually coach their drivers tend to see an erratic safety score year over year, often seeing a 20-30% increase. This increase in safety score is indicative of an unsafe fleet and is predictive of increased collisions, injuries and claims.

In both instances, (highly engaged and low engagement fleets), there's an immediate drop in a fleet's SmartDrive Safety Score.* A lower Safety Score is better. This drop is to be expected when cameras are installed in a fleet due to drivers' immediate heightened awareness. However, as seen in the illustration, fleets that don't engage with their drivers, begin to see their Safety Score increase and never return to the low level originally achieved. Yet, for fleets that are highly engaged and coach their drivers, the safety score drops and stays low.

Change in Safety Score for High Engagement Companies

Change in Safety Score for Low Engagement Companies
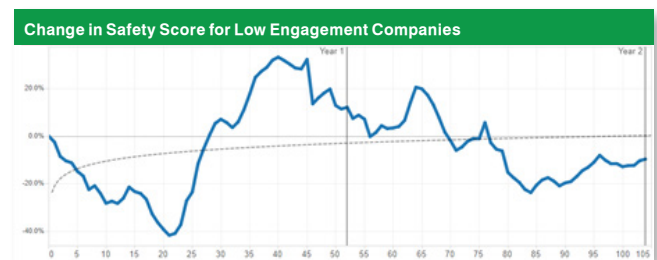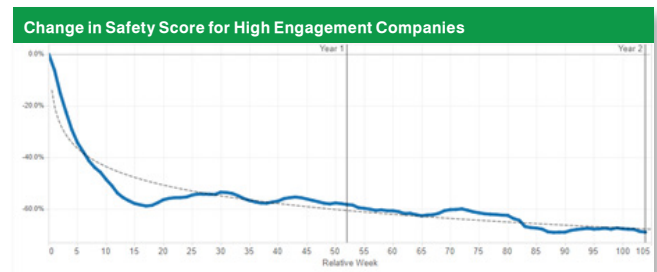
*SmartDrive Safety Score is a leading indicator that enables objective comparison of drivers, and measures behaviors like following too close or speeding, as well as seat belt compliance, mobile device use and other behaviors you can only get from the use of video.

SMARTDRIVE®

> **The time and cost savings provided by a managed service, combined with the direct improvement we see through coaching provides significant savings. It's reduced our accident claims from $3 million to $760,000 in the last year."**
>
> *– CFO,* Decker Truck Line

The Value of Expert Analysis in the Coaching Process

Triggering video is only the first step in the review process. Once a video is triggered, review by an expert analyst is a necessary step to accurately verify and quantify the risk.

SmartDrive is the only company in the industry to staff 100% of our review team with employees, not contractors – this ensures fleets always receive the highest quality review service.

Being installed on hundreds of thousands of vehicles results in a massive number of events and data. The SmartDrive team professionally reviews more than 110,000 events every day and applies an 80+ point analysis to each event. By doing the work for you, SmartDrive allows you to focus on coaching. SmartDrive allows you to focus on coaching, not sifting through thousands of videos to find risk.

Once you've begun coaching, it's important to measure the effectiveness of your efforts. The key to driving your program results are analytics and Key Performance Indicators (KPIs) that help you manage your program and ensure your focus is on the right person, at the right time. Fleets that coach properly – and manage the program effectively – often experience collision frequency reductions of 50% or greater in the first year of deployment. And, they continue to see results in subsequent years because they have a standardized, consistent approach.

Verifiable Results and Actionable Analysis

With today's buzzwords, fleets are rushing to rely on data-driven technology to make life-saving decisions. For example, computer vision is becoming more widely accepted. But, without iterative human review, the machine is not yet smart enough to determine exactly what is happening on the road, lending itself to false positives. This is why fleets are turning to video-based safety programs that provide a combination of computer vision and a managed service, which provide both expert review and the highest level of accuracy – along with a reduced workload – to deliver a safer, and more operationally efficient, fleet.

> **"We looked at many different systems – those focused primarily on AI and those that are non-managed systems. A managed service is important because there are so many events that happen during the course of the day. I did not want to move forward with a system that was not managed or monitored."**
>
> – Eric Nelson
> *VP, Safety & Recruiting*
> Smith Transport

SMARTDRIVE®