

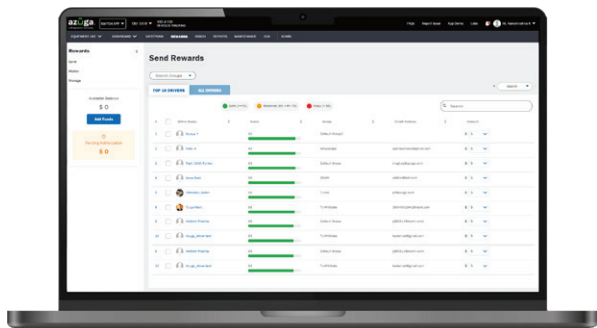
# Using Fleet Tracking Solutions to Boost Driver Safety

Creating a Fleet Safety Culture



**azūga**<sup>TM</sup>  
a Bridgestone Company

[www.azuga.com](http://www.azuga.com)



## Creating a Fleet Safety Culture

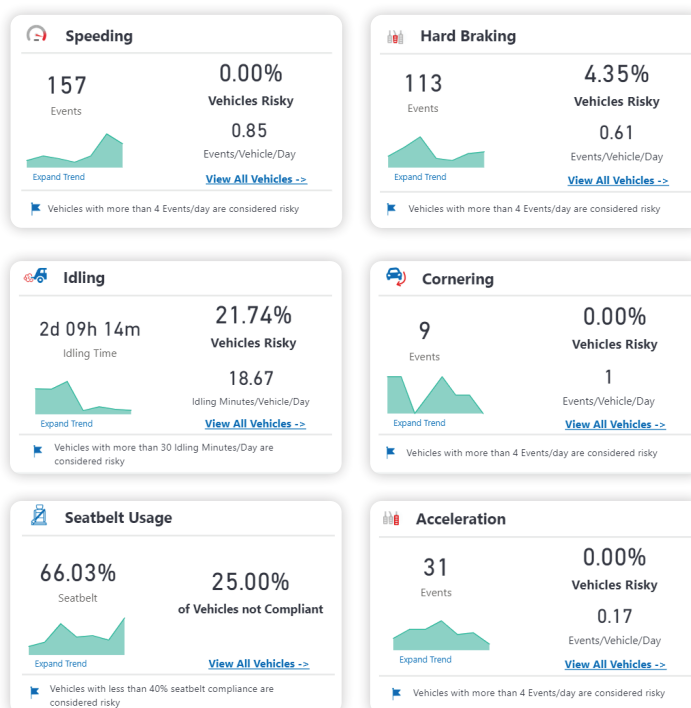
We've mentioned fleet safety culture several times throughout this e-book. This chapter will specifically discuss creating a fleet safety culture and its importance in keeping drivers safe over the long term in your fleet. There are many reasons why prioritizing safety is good for your fleet. Of course, most importantly, it keeps your drivers safe. But there are other advantages as well.

Since finding drivers for your fleet is now more challenging than ever, employee retention is critical for many businesses. If your fleet drivers feel safe behind the wheel, they're more likely to stay with your company and save you money in turnover.

Furthermore, you save money by not getting into accidents. The average crash costs employers \$16,500. Emphasizing driver safety is crucial to the success of your business, and in this chapter, we will show you exactly how to do that and how Azuga's technology can help.

## Most Common Driving Mistakes

In Chapter 4, we discussed distracted driving in great detail. It may be helpful to review that here. But there are other common driving errors that we need to discuss before we can help our drivers correct them. These behaviors, most notably distracted driving and speeding, are associated with increased accidents. Here are some errors that drivers make and their associated behaviors.



Driving Error	Behavior Examples	% of Crashes
Recognition	Inattention, Distracted Driving, Poor Visual Scanning	41% of crashes
Decision	Speeding, Aggressive Driving, False Assumptions	33% of crashes
Performance	Overcompensation, Poor Vehicle Control	11% of crashes
Non-Performance	Sleep, Medical Emergencies	7% of crashes

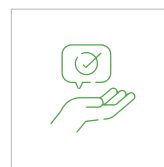
## Speeding

Speeding is one of the most dangerous behaviors, and it's shocking how often drivers engage in it. The National Highway Traffic Safety Administration (NHTSA) found that excessive speed was a factor in 26% of all accidents in 2018. It's probably not shocking that the higher the speed, the worse the damage was to people and property. They found that year that 9,378 people died from speed-related collisions. There are many reasons speeding puts everyone on the road at risk. They include:

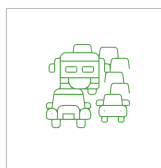
- There is more potential to lose control of the vehicle.
- Protection equipment on the vehicle is less effective.
- Stopping distance is greater after the driver perceives danger.
- Crash severity is increased, meaning more severe injuries.
- Speed-related crashes have economic implications.
- Speeding uses more fuel and costs more money.



Assess



Prevent and Coach



Insights



Ongoing Safety

## Aggressive Driving

Many drivers are prone to aggressive driving, particularly if they spend a lot of time on the road in times of heavy traffic. Aggressive driving behaviors include tailgating, speeding, and cutting off others. These behaviors put other drivers in immediate danger and need to be avoided. Not only do your fleet drivers need to avoid exhibiting aggressive driving behaviors themselves, but they also need to be able to react when other people are driving aggressively around them. They can do this by maintaining a safe speed and distance and allowing others to merge.

## The Importance of a Driver Safety Program

The first way to create a safety culture within your fleet is to create a formal safety program. This shows that your organization values safety and is serious about achieving it. A safety program is vital to ensuring that your business operates smoothly and efficiently. These are some benefits to creating a driver safety program:





### Assess

With fleet management software, you can harness advanced diagnostics and reporting to assess vehicle health and driver performance. You can even use driver scoring to ensure that you are aware of your drivers' performance and that they are aware as well and can work to improve. We will discuss these features in more detail later.

### Prevent and Coach

Again, you can use Azuga's tools to help you identify areas where your drivers need coaching. Then, you can administer coaching that addresses these specific areas of vulnerability. Here, you can prevent safety and even vehicle maintenance issues if drivers are inflicting unnecessary wear and tear on your vehicles.

### Insights

Work to gain more significant insights into your fleet's operations. Ensure that your fleet is efficient and safe, and see how your fleet compares to industry standards and fleets that are best in their class.

### Ongoing Safety

Ensure that safety extends to your entire staff. This means drivers, administrative staff, and partners who work with your fleet are all protected.

## How to Implement a Driver Safety Program

To create an effective program, you must regularly communicate and enforce your safety program goals and implement training regarding safe driving behaviors. It's also critical to communicate your expectations and hold drivers accountable for their actions. Your safety program should include all aspects of your business. Here are four specific steps involved in creating a driver safety program:

Establish the Foundation for a Safety-First Culture

Step 01

Continually Reinforce the Safety Message

Step 02

Publicly Monitor Your Workers' Driving Records and Safety Trends

Step 03

Recognize and Reward Good and Improved Performance

Step 04

## Step 1: Establish the Foundation for a Safety-First Culture

Start establishing this culture with employees from the moment they join your team. They should see the attention to safety from company leaders, managers, and workers every single day that they come to work. When they see it ingrained into their daily work life, they will prioritize it themselves. Here are some tips for establishing a safety-first culture:

- Establish written policies regarding traffic laws, seatbelt use, prohibition of distracted driving, and ban of aggressive driving.
- Regularly review these policies with your employees, and ensure they are clear and understood by having workers sign the policy documents.
- Invest in a fleet tracking system that allows you to monitor your drivers' compliance with these policies
- Tie safety messaging into the company's mission and vision — how it can improve customer service and make your business more efficient

## Step 2: Continually Reinforce the Safety Message

If management simply lays down policies and never addresses them again, they're not likely to get much attention from drivers. This is why it's critical to regularly reinforce your policies and the importance of safety to your fleet. Doing so will directly impact your staff's attitudes toward driving safety. These are some ways you can reinforce your safety message:

- Ensure that you are trained on your fleet tracking system's capabilities so that you can track behaviors such as speeding, harsh braking, hard starts, and hard cornering. Ensure your fleet knows you have visibility into these behaviors and communicate how drivers can prevent them.
- Conduct weekly safety meetings with your employees to reinforce positive driving habits and review what indicates unsafe driving behavior. This would be an excellent time to highlight the top performers and most improved drivers.
- Regularly discuss and encourage safe driving. Express your concerns for your drivers' safety every morning when they leave the yard, as your team is your most important asset.



## Step 3: Publicly Monitor Your Workers' Driving Records and Safety Trends

Whenever businesses hire a driver, they typically pull a motor vehicle report (MVR) first. Then, they continue to pull these reports annually throughout that driver's employment as part of the insurance renewal process. However, that can leave many months for drivers to incur driving violations. We have some tips to close these gaps in monitoring:

- You can review MVRs semi-annually or even quarterly. This ensures you are aware of any violations that occur within your workforce.
- Be sure to proactively monitor trends in your drivers' habits to prevent accidents. It is critical to be proactive rather than reactive to reduce aggressive driving and keep your fleet safe.
- Ensure you create transparent policies regarding violations, especially regarding the numbers and frequency. You must include which driving behaviors are unacceptable.

### Step 4: Recognize and Reward Good and Improved Performance

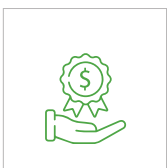
Catching mistakes is vital to preventing accidents, but so is keeping drivers motivated to do their best. One way to do this is to acknowledge their good behavior and improvements continually. Not to mention, tracking driver performance and rewarding good behavior promotes healthy competition among your drivers. These are some tips for reinforcing your safety message by monitoring performance:

- The rewards and recognition process should be consistent in managing workers and teams. An easy way to implement it into your routine is to include it in your weekly safety meetings.
- Be sure that your rewards process is fun! Encourage friendly competition among your drivers so that they're consistently working to improve. If they are constantly driven to win, they will continually improve their safety performance.
- Share quantified data results with your drivers that you gather from custom reporting tools. This encourages their actions and increases the probability that they will continue to improve.
- Seek out fleet tracking solutions that come with driver scoring, rewards systems, and custom reports, so you don't have to do all the work yourself.

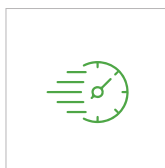


## Azuga's Safety Features

Azuga works as hard as you do to keep your fleet safe. We have various technology solutions available to keep your fleet at its safest all the time. Our safety features are designed with these safety plan steps and the specific dangers mentioned above in mind, so you can combat the real issues that your drivers face on the road. We will go over the safety features that Azuga offers below.



Driver Scores and Driver Rewards



Azuga SpeedSafe



Azuga DriveSafe

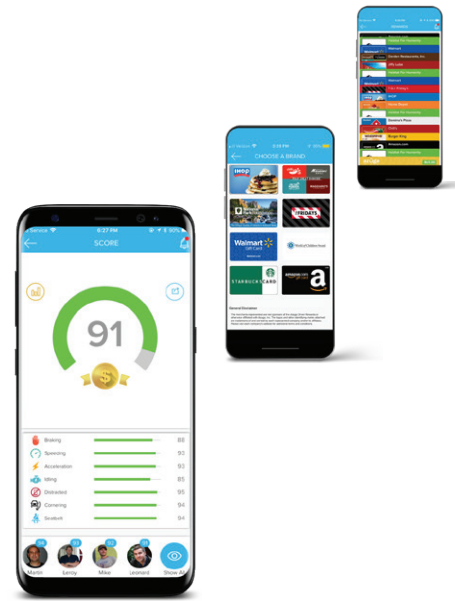


Azuga Coach



## Driver Scores and Driver Rewards

We will detail driver rewards in Chapter 7, but we can discuss it briefly here. Driver scores allow drivers to see how well they perform when driving and what habits they need to improve. It also shows them how they stack up against their coworkers, promoting a bit of friendly competition. Driver Rewards then rewards drivers who improve and achieve high driver scores.

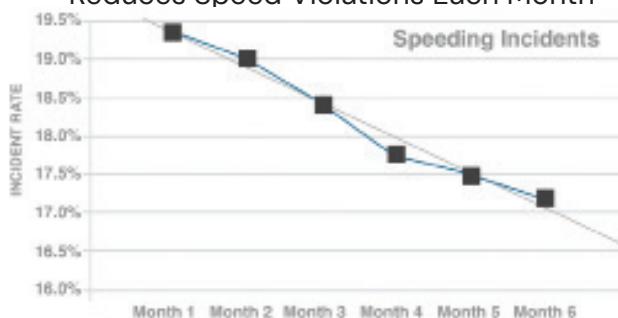


## Azuga SpeedSafe

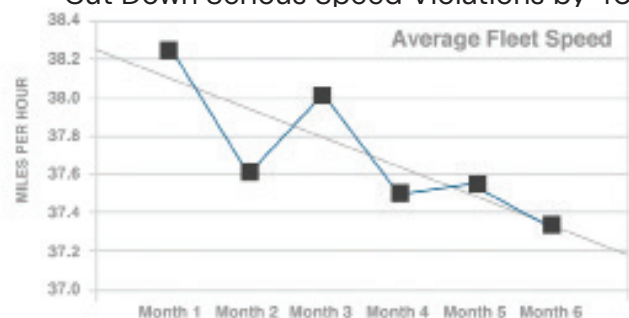
Azuga SpeedSafe is an add-on that you can get with your fleet management software that reports on vehicle speed compared to posted speed limits. Although all GPS systems claim a basic speeding alert feature, Azuga's SpeedSafe goes above and beyond traditional speed control technologies. It brings context by determining where the driver was speeding and the posted speed limit in that location. It also analyzes the driver's progress by determining whether the driver is doing better than they were previously regarding their speed. In this way, fleet managers can detect high-risk driving behavior. Below, we have some data that shows how SpeedSafe lowers speeding violations for fleets.



Reduces Speed Violations Each Month



Cut Down Serious Speed Violations by 40%



## Azuga DriveSafe

Azuga DriveSafe is another add-on that works in hand with Azuga SpeedSafe to keep fleets safer on the road. This add-on helps fleets monitor and prevent distracted driving caused by cell phones in your fleet vehicles to protect your business and drivers. It does this by blocking phone calls, texting, and most apps from working while the driver is operating the vehicle.

## You can take advantage of this add-on in three easy steps!

1

Define your mobile usage policy. Once you do so, the system sends prompts to drivers' devices to download the Azuga FleetMobile app.

2

Install Azuga's OBD-II device in each vehicle and pair it with each mobile device using Bluetooth.

3

Monitor and/or block unauthorized activity. This way, Azuga DriveSafe can automatically enforce your mobile usage policy while vehicles are on the road.

The chart below explains more about the functions of Azuga DriveSafe.

	Monitoring	Blocking
<b>Functionality</b>	Monitors distracted driving behavior based on smartphone usage including events such as: <ul style="list-style-type: none"> <li>• Calls made and received</li> <li>• Text messages sent and received</li> </ul>	Blocks smartphone usage while driving including events such as: <ul style="list-style-type: none"> <li>• Blocks calls made and received</li> <li>• Blocks text messages sent and received</li> </ul>
<b>Feature Preferences</b>	The following preference can be configured by fleet admins: <ul style="list-style-type: none"> <li>• Enable Distracted Driving Weightage – Allows drivers to score based on their distracted driving behavior.</li> </ul>	The following preferences can be configured by fleet admins: <ul style="list-style-type: none"> <li>• Vehicle Speed Threshold – The speed at which the blocking should be activated.</li> <li>• Whitelisted Numbers – The phone numbers that the driver can receive or make calls to while driving.</li> <li>• Allowed Applications – The applications that will not be blocked while driving.</li> <li>• Allowed Text – Allows SMS / texts to be sent and read while driving.</li> <li>• Allowed Navigation – Allows the use of Google navigation while driving</li> <li>• Calls Via Headset – Allows drivers to receive and place calls using a hands free device such as the car bluetooth system, headset, etc.</li> <li>• Reject Call Message – When a call is blocked, this message is sent to the caller via SMS.</li> </ul>
<b>Driver Score</b>	Can be affected if Distracted Driving Weightage preference is enabled for score calculation	Does not affect driver score.
<b>Mobile OS Compatibility</b>	<b>Android:</b> Fully compatible. <b>iOS:</b> iOS smartphone devices can only detect calls made and received. Text messages of any kind and other usage (such as browsing, email, maps, etc.) cannot be detected.	<b>Android:</b> Fully compatible. <b>iOS:</b> Functionality not available for iOS.3
<b>Prerequisite</b>	Active Bluetooth pairing required between driver smartphone and vehicle (OBD II)	Active Bluetooth pairing required between driver smartphone and vehicle (OBD II)



## Azuga Coach

Azuga Coach helps fleets end drivers' poor driving habits once and for all. It provides a comprehensive selection of online safety training lessons that fleet managers can use to promote better driving habits and reduce fleet crash rates. These lessons are provided by Driving Dynamics' DrivActiv eLearning™. Some of the features of Azuga Coach include:

- Integrated with Azuga FleetMobile.
- Standard lessons: 15–20 minute lessons that feature knowledge checks upon completion.
- Safety Tips: 3–4 minute micro tips that serve as refreshers.
- Videos are automatically assigned on Mondays based on a driver's driver score and habits.

Azuga Coach ensures drivers stay safe behind the wheel by lowering accident rates. The targeted training ensures that drivers are learning what they need to know, and learning on their own time ensures that it is easy for them and the information sticks. Some of the lesson topics that Azuga Coach covers include:

- The One Second Advantage™
- Avoiding Collisions While Backing & Parking
- Preventing Rear-End Collisions
- Avoiding Collisions at Intersection
- Avoiding Aggressive Driving
- Driving Impaired – Not Worth the Risk
- Breakdown Safety
- Driving in the Rain
- Tire Pressure: The Key to Mileage and Handling



## Invest in Your Fleet's Safety Today!

You know that your fleet's safety is essential for your drivers, your business, and your reputation, so why not equip yourself with everything necessary to create a safety culture throughout your company? You can read more about all of Azuga's safety tools on our feature page and even try out a demo for free. The sooner you prioritize safety for your fleet, the sooner you can rest assured that your fleet is protected.

## References

Know more about Azuga Fleet Tracking:

<https://www.azuga.com/fleet-tracking>

Know more about Azuga Fleet Tracking App:

<https://www.azuga.com/fleet-mobile>

Know more about Azuga Fleet Safety:

<https://www.azuga.com/fleet-safety>

Schedule a Fleet Demo:

<https://www.azuga.com/inquiry/fleet-demo>

# About Bridgestone

Nashville, Tennessee based Bridgestone Americas Tire Operations is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company offering a wide range of Bridgestone, Firestone and associate brand tires. BATO maintains wholesale and original equipment sales operations across a broad line of products, including passenger, light truck, commercial truck and bus, agricultural, motorcycle, kart and off-the-road tires.

Additional US subsidiaries include Bridgestone Retail Operations which operates the largest network of company-owned automotive service providers in the world – nearly 2,200 tire and vehicle service centers across the United States – including Firestone Complete Auto Care, Tires Plus, Wheelworks and Hibdon store locations. Bridgestone authorized dealers consist of independent tire retailers that are authorized to sell and service Bridgestone or Firestone products. BATO's Commercial Solutions Group also has an extensive dealer network that also includes Truck, Bus, Radial Division. In summary the Bridgestone network consists of approximately 5,400 service locations for tire, automotive and fleet solutions.

Below is a complete list of links to our products for Commercial, Retreads and Consumer tires.

## Driver Safety

Creating a Fleet Safety Culture

### Bridgestone Brand

Alenza, Blizzak, DriveGuard, Dueler, Ecopia, Potenza, Turanza  
Bridgestone Consumer product

website: <https://www.bridgestonetire.com/>

Bridgestone Commercial product

website: <https://commercial.bridgestone.com/en-us/index>

### Firestone Brand

All season, Champion, Destination, Firehawk, Transforce, WeatherGrip, Winterforce

Firestone Consumer product

website: <https://www.firestonetire.com/>

Firestone Commercial product

website: <https://commercial.firestone.com/en-us/index>

### Bandag Retread

website: <https://www.bandag.com/en-us/index>

## About Azuga

Azuga, a Bridgestone company, is a leading global connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, award-winning fleet applications and data analytics. Azuga is headquartered in Fremont, California.

Our award-winning Azuga Fleet solution is used by thousands of customers—from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.

