



RideView Demo Script

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01 Overview: What is the purpose of this guide?

This document suggests the best way to give prospective customers a demo of RideView. By following this guide, you can deliver a comprehensive and engaging demo that highlights the key benefits of RideView to prospective customers.

02 What is the best way to demo RideView?

Due to the extensive functionality, menus, and options of RideView, a detailed product walkthrough is not recommended. It's too time-consuming, sequential, and leaves little room for interaction within a typical 1-hour call. Most importantly, the prospective customer won't retain much information.

Instead, to demonstrate the benefits of Rideview, focus on the fleet's end goals or desired outcomes. This approach is more engaging and ensures better retention for your prospects. Here's a suggested routine for you to follow.

03 Tips: What to do before the demo call?

- **Understand the Prospect's/ Fleet's Goals:** Familiarize yourself with the fleet's primary goals and challenges to tailor the demo to their specific needs.
- **Review the RideView Dashboard:** Go over the dashboard once and make a mental note of videos to click on. This helps avoid selecting false positives.
- **Prepare Key Highlights:** Identify the most impactful features and benefits to showcase, focusing on what will resonate most with your prospect.
- **Gather Relevant Data:** Have any relevant fleet data or case studies ready to demonstrate real-world applications and benefits.
- **Plan for Interaction:** Structure the demo to allow for questions and interactions, to make it more engaging and customized to the prospect's needs.
- **Test Your Setup:** Ensure all your tech equipment (laptop, internet connection, presentation tools) is working perfectly to avoid any interruptions.
- **Rehearse the Flow:** Practice your demo flow to ensure smooth transitions and a confident presentation.

Demo Routine

What to show during the demo?



What to show?	What to say?
1. Dashboard Overview (Est. time-3 minutes)	Fleet Summary and Trends: <ul style="list-style-type: none">• Quickly cover the landing page.• Emphasize time-saving features.• Highlight key fleet insights, such as must-watch videos.• Example: Drivers who drive do well vs drivers who need attention.• Show Fleet summary and trends, such as what risky behaviors are most frequent?, and what should I pay attention to as a fleet manager?
2. DVR workflow (Est. time-3 minutes)	Video Requests: <ul style="list-style-type: none">• Discuss frequent risky behaviors and what fleet managers should prioritize.• Show how the DVR workflow can help resolve disputes efficiently.• Demonstrate the linked scrubber in time and map (How moving one moves the other)• Highlight the status timeline on the Video Requests page.• Make sure there is a timelapse video in the Video requests so that you can play and show that.
3. Triaging (Est. time-5 minutes)	Tools to identify root causes of issues: <ul style="list-style-type: none">• The problem we solve: Explain the importance of good tools for analyzing large volumes of data. For instance, if a fleet has 500 vehicles and records two videos a day, it is challenging to look at thousands of videos with lots of data.• Key benefits to highlight: Highlight the benefits of automated triaging and how it saves time, allowing fleets to focus on coaching drivers. Completely automated triaging saves so much time and is a huge differentiator! Fleets can spend time now on coaching and talking to drivers, than looking at videos.• What you should show: Discuss how we use AI to make it easy to see high-risk videos instantly. Show how the fleet summary helps identify the most frequent events. Select a sample event, go through the videos, and mark them for coaching.

Demo Routine

What to show during the demo?



What to show?	What to say?
3. Triaging (Est. time-3 minutes)	<ul style="list-style-type: none">• Show them how to use the Safety View to hover over thumbnails, watch videos, and add them to coaching. If you look at risky drivers on the landing page, clicking on them takes you to the driver's page - you can see the videos recommended for coaching based on severity or risk - you can select these for coaching• *NOTE: For now, curation of videos is manual. We've just released an automatic curation of videos for coaching, and we're getting familiar with it. This feature automatically curates up to 10 videos from a maximum of 3 behaviors for coaching. We aim to limit the number of videos and behaviors to a manageable amount to make the coaching effective. It's not practical to present someone with 100 videos covering 14 different behaviors.
4. Coaching (Est. time-3 minutes)	<p>In-person Coaching:</p> <ul style="list-style-type: none">• Start a coaching session and explain how it works.• Show how videos are pre-loaded for coaches to review and conduct sessions.• Videos added earlier are here. If there are 4+ videos for a behavior, you can skip after seeing a couple - but this is recorded. So, as a safety supervisor or director, you will have access to detailed analytics about the sessions• Mention the availability of Coaching Session Reports for HR and company records.• New Features (Coming Soon): Coaching timeliness and effectiveness reports. These features will allow you to evaluate the effectiveness of the coaching has been, identify your most improved drivers, the most effective coaches, etc.
End of the basic Demo: This completes the basic demo before we dive into advanced features.	

Demo Routine

What to show during the demo?

What to show?	What to say?
5. Additional/ Advanced Features (Est. time -5 minutes)	1. Configurations and Enterprise Fleet Features: <ul style="list-style-type: none">• User roles and tagging for organizing assets or drivers. We can even import the TSP's hierarchy.• Custom events 2. Installation and Diagnostics: <ul style="list-style-type: none">• Emphasize the importance of effective tools for installation and diagnostics in managing video telematics successfully. You don't have to show your master portal or installation app. Cover fleet health instead. 3. Fleet Health Monitoring: New/ Upcoming Features (Coming Soon) <ul style="list-style-type: none">• Explain the benefit of these features for proactive fleet management.• Preview features like DVR not recording and camera obstruction notifications.• Notifications to fix key issues such as DVR not recording, and camera obstructed are key use cases to help fleets fix issues themselves.
6. Closing Notes (Est. time-3 minutes)	Reiterate the value of RideView and its innovative tools designed to reduce TCO for fleets. Highlight key reasons to choose RideView: <ul style="list-style-type: none">• In-cabin alerts and driver coaching• Live streaming and on-demand video• Trusted by 3000+ fleets worldwide• 86% reduction in speeding• 73% reduction in FCW• 46% reduction across all risky driving events
7. Q & A (Est. time-3-4 minutes)	<ul style="list-style-type: none">• End with a Q&A session to address any remaining questions and highlight any specific enterprise features relevant to the fleet.
8. Ending Script (Est. time-3 minutes)	"Thank you for joining the demo! We're excited about how RideView can boost your fleet management and driver coaching. If you have any questions, please feel free to reach out—we're here to help. Let's make your fleet operations smoother and safer together!"