

A photograph of a flooded road. In the foreground, a red and white striped barrier is partially visible. To its left is a red rectangular sign with white text that reads "ROAD CLOSED". To the right of the barrier is a red triangular warning sign with a white border and the word "Flood" in black text. The road is paved and has white dashed lines. In the background, the road is flooded with water, and there are trees and a small sign on the left side. The overall scene is dimly lit, suggesting an overcast day.

**ROAD
CLOSED**

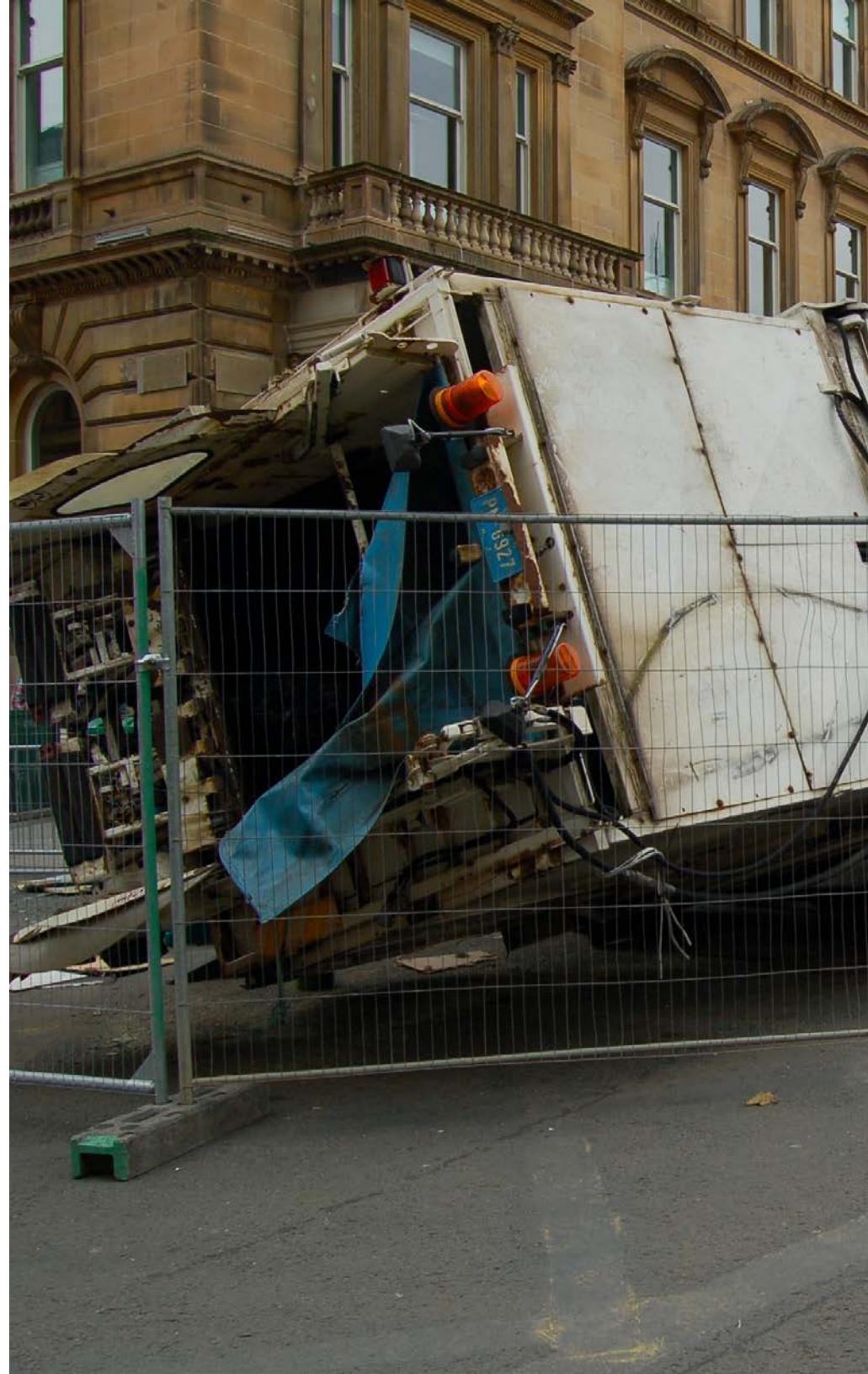
Flood

4 Best Practices for an Effective Fleet Safety Program

Introduction

Any company that has a fleet of mobile workers considers the safety of their drivers, and the public, a top priority – and for good reason. Fleet vehicle accidents are costly on multiple levels for any business– injury claims, vehicle repairs, employee morale, loss of productivity, company reputation and DOT interference, just to name a few – that’s why having an effective fleet safety program in place is so important.

Two big contributors to vehicle accidents are driving behaviours and maintenance issues. Accidents resulting from either of these often times could have been avoided and that’s what makes them so devastating. This eBook will review four steps you can take to develop an effective fleet safety program for your business. But first, we’ll touch on the importance of culture and how you can work to improve the safety culture of your fleet.

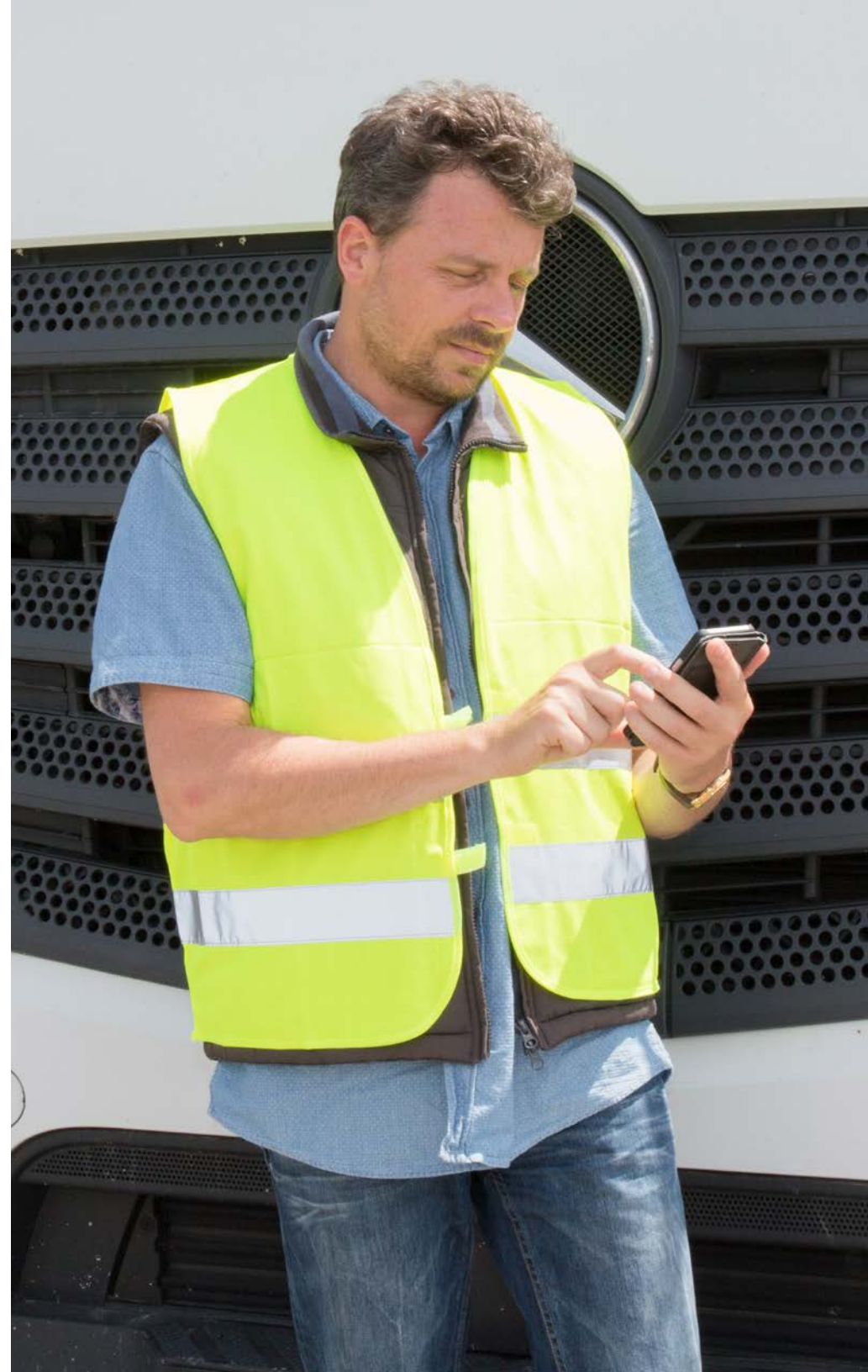


Safety starts with culture

Safety culture consists of shared beliefs, practices and attitudes within an organisation. Creating a strong safety culture takes time and starts first with top management buy-in. It's a process that brings all levels of the organisation together to work toward a common goal where everyone feels responsible for safety and it becomes an integral part of daily operations. Developing safety recognition programs or incentive programs can even make safety fun.

Companies with a mature safety culture can not only reach injury rates approaching zero but also find people support and challenge each other to work safely. While zero incidents may seem like an impossible dream it's important to aim high. **One Telogis customer reported that through the use of technology and a strong safety culture they experienced a 60% reduction in preventable accidents – equating to 75 accidents that did not happen.**

Now let's review the four steps to a safer fleet.



1 Risk Assessment

The first step to developing an effective fleet safety program is doing a thorough risk assessment. A risk assessment is the process where you identify hazards, analyse or evaluate the risk associated with that hazard and determine appropriate ways to eliminate or control the hazard. The goal of the risk assessment process is to remove a hazard or reduce the level of its risk by adding control measures or precautions, and, in doing so, creating a safer and healthier workplace.

First of all, you need to know where your organisation is now - assess the current level (or lack) of safety. Getting to know the true state of your organisation's safety status will involve asking questions. For example: What is the overall safety behaviours of the organisation? How can we quantify our safety behaviours? Are we compliant? How does our safety profile compare to our competitors? As part of your initial review you'll also want to be thinking about where you want to end up.

This is a process you can undertake yourself but you will probably get more value from having an independent group do the assessment for you. A fresh, objective set of eyes can see unsafe blind spots that you've been missing for years.

Telogis does offer a best-in-class risk assessment which was developed over 25 years and based on insurer-defined* best practices and behaviours.



We've taken the best bits and it's resulted in a comprehensive world-class document.

The risk assessment document defines behaviours in 11 different categories including Loss/Run Analysis (previous 3 years), Loss Prevention, Incident Investigation, Claims Management, Emergency Response Procedures, Regulatory Compliance, General Liability, Motor Vehicle/Fleet Safety, On-Boarding/Training, and Safety Policy and Ergonomics (as applicable).

[View Telogis Risk Assessment Brochure](#)

Along with your risk assessment, get the current state of your baseline organisational safety behaviours. With this done, you're in a good position to start developing a strategy to improve safety and set realistic goals.

*Insurers include Lockton, Gallagher Bassett, Liberty, Great West, Sentry and Travelers.

2 Strategy

Now that you've identified the critical issues your organisation needs to address, it's time to set goals and objectives (both short and long term) and develop a strategy and an action plan to obtain your goals. For example, if your goal is to improve your safety score, one of your strategies could be to reduce the occurrence of avoidable accidents. The tactics you could use to do this are (1) routine driver training, (2) use of in-cab alerts for speeding or harsh-braking incidents and (3) the implementation of a friendly competition/ gamification or incentive program using driver scorecards and leaderboards.

Your strategy should include a well-defined safety policy. This should be made available as a company-wide document (shorter is best, e.g. two pages) and should discuss safe and unsafe behaviour within the organisation.

It's important that your safety policy creates a sense of individual responsibility and accountability at all levels of the organisation, from the CEO and safety manager to the drivers. To help create stickiness and a level of fun, incorporate safety recognition or incentive programs to reward desired behaviour or improvements. For example, the driver with the least number of speeding incidents in a specified time period is rewarded with a pair of cinema tickets.

Something else that will help get buy-in from all employees is making sure they feel like their voice has been heard in forming the safety policy.

Link your strategy to safety pillars

Keep in mind these pillars when developing your safety program - technology, training and communication. Examples of the tactics that can be used to achieve effectiveness in these areas are:



Technology:

E-Logs and DVIR reports, driver behaviour scorecards or vehicle diagnostic reporting



Training:

Routine safety training program, mentoring, incident follow-up



Communication:

Shared safety police, management/executive engagement and messaging

With your strategy and supporting tactics defined, it's time to roll it out and that will involve training.

3 Training

Quality safety training provides the tools to protect workers' health and lives and to prevent work-related injuries. An effective safety training program develops employees who are not only educated but empowered to improve the conditions where they work – be it behind the desk or behind the wheel.

While most organisations provide training, many undermine the value of it by not assessing its effectiveness. So make a key part of your training a systematic measurement of employee engagement, interactivity and retention (of knowledge) through surveys and post-training evaluations.

Avoid the trap of just going through the motions - employees are quick to detect a lack of genuine commitment to the training process. If you're not dedicated to making it work, how you can expect them to be?



Participants of an effective safety training program should learn:

How to identify safety problems

How to analyse the causes of these safety problems

How to change or bring about a safer environment

4 Technology



Organisations that are adopting more scalable technologies such as cloud and converged devices are seeing greater growth opportunity. Technology has the ability to connect assets, people and the work they do and, as a result, transform the way companies do business. The use of technology can also be a vital and effective element of your safety program – when used properly. Telogis has designed technology solutions that are focused on not only making your mobile worker's work day safer, but more enjoyable, productive and easier.

Take a look at the following technologies that are not only changing but improving the way drivers go about their day:

↘ **Driver behaviour apps** – Telogis Coach is an app that brings friendly competition to driver safety by scoring driving behaviour and displaying scores on a leaderboard. The app, which uses real-time monitoring of driver behaviour, empowers the driver to self-moderate their driving with little to no intervention from their supervisor. It leverages the inherent desire to compete, either with one's self or with others, to increase engagement and participation.

↘ **Custom electronic forms** – Telogis work order management reduces the paperwork burden for your drivers. Create custom job forms to match

the exact needs of each work order – collect relevant data and relay it to the back office instantly.

↘ **ELD Compliance** – Telogis Compliance is an app that automates shift logging, vehicle inspections (DVIRs) and IFTA – speed up roadside inspections and keep data accurate and up-to-date.

↘ **Last-mile/on-site navigation** – Designed specifically for commercial drivers, Telogis Navigation features hybrid navigation, real-world views, custom route preferences and last-mile routing. It doesn't just cut down on the number of on-site incidents (proportionately high for most carriers) - it's also great for keeping your serviced customers happy as vehicles enter and exit the correct way.

↘ **Distraction-free devices** – Telogis DriveSafe is an optional solution that locks down a device (phone or tablet) when the vehicle is in motion, ensuring the driver focuses on the road ahead.

These types of technologies are not just improving and reinforcing safety standards in mobile workforces - they're improving driver retention, and that's good for the whole industry.



Telogis provides a cloud-based location intelligence software platform for companies that require route optimisation, real-time work order management, commercial navigation, telematics and mobile integration services for their mobile workforces.

Telogis is dedicated to enhancing the value of its customers' businesses through intelligent integration of location technology, information and services. Telogis was established in 2001 and is headquartered in Aliso Viejo, California, with offices in Europe and Latin America as well as development centers in Austin, Texas; Toronto; and Christchurch, New Zealand. Telogis' products and services are used and distributed in more than 100 countries worldwide.

To learn more about Telogis, visit www.telogis.co.uk
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