



10 Immediate Benefits of Driver Behavior Coaching

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10 Immediate Benefits of Driver Behavior Coaching

Organizations with a mobile workforce that have not implemented a driver behavior coaching program are undermining their competitiveness. They are missing out on opportunities to measurably improve safety, reduce costs, increase productivity, and improve their corporate image.

When aggressive, unsafe, or wasteful driver behavior goes unaddressed, it typically leads to a wide range of direct and indirect costs that go well beyond safety concerns. How drivers perform while out on the road has a dramatic effect that ripples throughout the entire organization.

This white paper examines 10 immediate benefits that a driver behavior coaching program can bring to organizations that depend on mobile workforces to deliver their services.

Start With the Right Technology Solution

To curb aggressive or wasteful driving behaviors, both managers and drivers must be conscious of them on a daily basis. That's why in-vehicle monitoring and feedback systems play a crucial role in supporting an effective driver coaching program.

The foundation of driver behavior coaching is surprisingly simple:

- Monitor Performance – You can't manage what you can't measure.
- Modify Behavior – Immediate driver feedback reinforces good driving behavior and draws attention to poor habits.
- Motivate Employees – Utilize driver performance data to spur friendly competition and motivate company-wide success.

With this foundation in mind, it is important that organizations select a technology solution that provides in-vehicle monitoring with driver feedback, customizable thresholds for safety violations, real-time access to behavior data, and driver-specific monitoring to identify best and worst performers.

Benefit #1 -Improvements in Driver Behavior

The NHTSA has confirmed that driver behavior coaching works.¹ It's one of the best ways to control costs resulting from work-related vehicle crashes, making it a profitable investment of time and resources.² But it works best when drivers get immediate feedback from an in-vehicle behavior monitoring system.

This technology can tell when and where speeding, harsh braking, sudden acceleration, fast cornering, and idle time violations occur. Using customized thresholds based on the organization's vehicle types and business requirements, the system provides audio alerts to the driver, and it also alerts managers on their mobile device or office PC when violations occur. Armed with accurate, real-time data, managers can then conduct effective and individualized driver coaching.

Benefit #2 - Fewer Accidents

Up to 40% of fleet accidents are considered preventable because they are attributed to either driver negligence or distraction. In fact, the most common causes of accidents on the job are rear-ending other vehicles (36%) with an average insurance claim as

high as \$900,000, followed by backing up unsafely (13%) with an average claim cost of \$750,000, and improper lane changes (8%) with an average claim cost of \$1,500,000.³

Having access to driver behavior reports created by accurate data for each driver empowers managers to easily identify unsafe driving behavior and work closely with individual drivers to make the necessary improvements to significantly reduce accidents.

Benefit #3 - Cost Savings

When drivers have fewer accidents, the entire organization enjoys enormous direct and indirect cost savings. Here's a small sampling:

- **Fewer Tickets** – Tickets are expensive and they reduce productivity. Drivers won't get tickets when they are driving within the posted speed limit.
- **Fuel Cost Savings** – Eliminating aggressive driving behavior and excessive idling can have a dramatic impact on fuel consumption. The Environmental Protection Agency has confirmed that the way a vehicle is driven can affect its fuel efficiency by 33%.⁴
- **Less Wear and Tear on Vehicles** – Improving driver behavior has the side effect of reducing wear and tear on vehicles. For example, eliminating hard breaking extends the life of brake pads and rotors.
- **Worker's Compensation Savings** – The average worker's compensation claim for an accident amounts to \$65,000.⁵ Fewer accidents lead to fewer employee injuries and the resulting worker's compensation claims.
- **Fewer Administrative Expenses** – Some of the most important costs of accidents are hidden. They include administrative expenses associated with crash investigation, handling vehicle repairs, reassigning personnel, rescheduling jobs, and employee replacement and training.

Benefit #4 - Increased Productivity & Customer Satisfaction

The benefits of driver coaching go beyond safety. Organizations that rely on delivery drivers or field technicians report a measurable increase in productivity as a consequence of deploying mobile technology that enables driver coaching. According to a survey conducted by the Aberdeen Group, these types of organizations experience a 15% increase in worker productivity when measured by the average calls completed per day.⁶

It follows logically that increased productivity results in increased customer satisfaction and retention. The research supports this logic, finding that organizations that leverage mobile technology solutions experience a 68% customer retention rate compared to 52% for organizations that don't.⁷

Benefit #5 - Improved Regulatory Compliance

Organizations that operate vehicles subject to regulatory scrutiny can improve their overall compliance by effectively coaching their drivers. Even after drivers have received training on any applicable regulations, there is often room to improve compliance

rates by monitoring driver behavior and providing coaching that keeps regulations top of mind.

Benefit #6 - More Effective Pre-Trip Walk Arounds by Drivers

Drivers that receive coaching are more consistent and more thorough when conducting pre-trip walk arounds. Whether it's checking brakes, lighting, coupling devices, or how well their cargo is secured, coaching reminds drivers of the critical elements and reinforces a higher attention to detail. And, it's that attention to detail that improves road safety.

Benefit #7 - Drivers Are Better Prepared for Roadside Inspections

Well-coached drivers are better prepared for inspection stops. During these stops, the driver's attitude and preparedness are as important as compliance issues. Because they have been coached about what they need to do when stopped, the driver can handle the inspection with confidence.

Also, the right mobile technology platform will ensure that drivers have all of the documentation necessary for the inspector to do their job, immediately accessible. At this stage of the inspection, neatly arranged and presented documentation reduces the chances of violations and citations.⁸

Benefit #8 - More Safety-Conscious Company Culture

The right technology provides managers with the information they need to define and maintain company-wide safety standards, as well as implement a driver coaching program.

The bottom line for companies that operate fleets is that driver safety programs produce a substantial return on their investment. According to a majority (61%) of executives, every \$1 spent on improving workplace safety produces an ROI of at least \$3.⁹

Managers with access to real-time data have accurate, real-time visibility into each individual driver's behavior. Because they know the good and bad behavior of their drivers, managers can be proactive in conducting individualized coaching that is based on actual performance data.

Benefit #9 - Increased Employee Retention

Driver coaching and formal safety programs play a role in increasing constructive communication between managers and drivers. The results extend beyond improved driving. These interactions also help establish good working relationships. Employees appreciate feeling that their employer is concerned about their safety and the safety of their co-workers. And this positive feeling leads to increased employee retention. Managers with access to real-time data have accurate, real-time visibility into each individual driver's behavior. Because they know the good and bad behavior of their drivers, managers can be proactive in conducting individualized coaching that is based on actual performance data.

Benefit #10 - Improved Company Image

Unsafe behaviors that cause accidents, death, property damage, and decreased productivity lead to bad publicity, reputation damage, and loss of business opportunities. Fortunately, the opposite is also true. Enhanced road safety, fewer accidents, increased productivity, heightened customer satisfaction, and increased employee retention all work together to improve the internal and external image of the organization.

Get the Right Technology to Support Driver Coaching

Driver coaching produces a range of benefits for the organization. However, to be truly effective, organizations must move beyond speculative interventions and adopt a scientific approach to changing driver behavior. That means leveraging in-vehicle feedback, real-time access to data, and individualized driver behavior reports.

To accomplish this, organizations must partner with an experienced provider that offers the right technology solutions to support their driver coaching efforts. Not only does the right solution make it easier to realize the benefits of driver coaching, in many cases it's what makes coaching possible.

Citations

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