



LOSS CONTROL SERVICES

# Best practices for implementing a telematics-based dash cam system



Telematics-based dash cam systems are a significant investment for any organization. If implemented properly, these systems can be highly effective in reducing accident frequency and are essential to the accident investigation process. The following best practices should be considered to gain the most benefit from your system.

## When introducing dash cams to drivers, explain how it will benefit them and the organization.

### Designate a system administrator

Assign an administrator to manage the system. Key administrator responsibilities include:

- Acting as a point person for all interactions with the vendor
- Ensuring that all devices are installed and functional
- Assisting with setup of the portal (adding drivers, adding vehicles, setting up teams, etc.)
- Ensuring that all managers are registered in the portal and have downloaded the management app (if applicable)
- Overseeing training of managers and drivers
- Ensuring that managers are utilizing the system and addressing driver issues
- Collecting and preserving system-generated evidence related to accidents

### Develop dash cam policies

Policies should be developed to guide managers and drivers on topics related to the use of the system. Once guidelines are created, they may be incorporated into other fleet policies or a stand-alone dash cam program. Policies should outline:

- Why the system is being used and how data and video will be used
- Driver responsibilities
- Manager responsibilities
- How information is used for accident investigation
- How unsafe driving incidents and poor driver performance are managed

### Conduct management training

It is important that managers who supervise drivers have a full understanding of and support the use of dash cam systems. It is best that all managers be trained at the same time to ensure consistent use and enforcement of policies. Training topics include:

- Why the system is being implemented and how data and video will be used
- How to access the portal and download the management app (if available)
- System capabilities, key features and limitations
- Expectations for frequency of monitoring the system and responding to alerts
- What events, alerts or scores require formal action, which can include coaching, warnings or formal disciplinary action

- What scores or events require praise (e.g., high safety scores, hard braking to prevent an accident caused by actions of the other vehicle, etc.)
- Coaching best practice

### Introduce the system to drivers

Introducing a dash cam system to employees in a group meeting or conference is generally best. This allows for consistent communication of the reasoning behind implementing the system, answering questions and addressing concerns. Generally, it is better that everyone hears at the same time to reduce rumors. Key topics to be covered include:

- Why dash cams are being used
- Benefits to the organization and drivers
- Any written policies or rules related to the dash cam system
- How the system works
- What data is being collected: location, trip histories, maintenance, unsafe driving events, etc.
- How unsafe driving is defined; what constitutes speeding, hard braking, etc.
- How data will be used; and its impact on safety bonuses or rewards
- The consequences for unsafe driving
- Policies regarding disconnecting the system

Demonstrating the system's management portal during the meeting will enhance driver understanding. If the system has an associated driver app, drivers should be asked to download it during the meeting and installation assistance should be provided at that time.

### Consider pilots and grace periods

A best practice is to first introduce dash cams to a small group of supervisors who drive or to senior drivers/driver mentors whom you feel will support the system. Questions and concerns generated from this group can form the outline for your introduction to the rest of the drivers.



These pilot drivers can also attest to the fairness of the scoring and other policies. With several weeks of data from the test, the administrator could also demonstrate the system to drivers, which generally enhances driver understanding and comfort level.

Another best practice is to schedule a 30-day grace for which there are no negative consequences for a driver's scores, bad trips, or specific events unless the events are reckless in nature. This allows managers to fully understand the system and allows drivers to correct poor driving behavior, creating a more positive experience for the drivers. For the first 15 days, let the drivers know how they are doing every couple of days and provide suggestions. After the first 15 days, sit down with each driver to discuss their scores, providing positive feedback for good performance and encouragement to improve areas of deficiency. Give drivers another 15 days to improve their scores, providing guidance along the way if needed.

### Share success stories

Drivers involved in accidents often have conflicting views of what happened and who was at fault. Without accurate evidence, some not-at-fault drivers are wrongly attributed fault or issued a ticket. Share examples where drivers are exonerated to demonstrate the system's value.



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