



ADVICE FOR FLEET MANAGERS: **GETTING THE MOST OUT OF YOUR TELEMATICS DATA**

In-vehicle data recorders, also known as 'telematics', can record and process a lot of information very quickly. This factsheet explains how you can use telematics data effectively, to manage road risk within your organisation.

WHY INSTALL TELEMATICS SYSTEMS?

- Monitor driver behaviour and identify risks
- Provide feedback to drivers in real time
- Alert drivers to potential hazards
- Track vehicle position and use
- Find out why crashes occur and take action to prevent future crashes.

90-95% of collisions involve preventable driver errors¹



What should you monitor for best results?

Monitor trends and variations in driver behaviour, including:

- Inappropriate speed for road conditions
- Driver distraction
- Breaks taken
- Distance driven
- Harsh braking and cornering
- Acceleration.

TIPS FOR SUCCESSFUL IMPLEMENTATION

Set clear goals for what you want to achieve

Prioritise safety over performance. Goals could include:

- Fewer collisions and near-misses
- Fewer speeding events
- Lower fuel and vehicle maintenance costs
- Lower vehicle mileage
- Improved driver safety
- Lower insurance premiums.

Engage drivers so that they accept the technology

- Make sure drivers know you put safety first and that fleet telematics is vital to your wider safety strategy
- Let drivers see data, including their own performance data
- Help drivers understand why specific data is captured
- Encourage drivers to reduce risky driving behaviour to protect themselves and other road users.

Be prepared to answer questions about data privacy

- How is data being used?
- How is information being stored and shared?
- What are drivers' privacy rights?
- Is your programme compliant with privacy laws everywhere you operate?

Ask suppliers the right questions

- Does the system include privacy policies?
- Does the supplier provide on-boarding support?
- Does the system motivate drivers with gamification/engagement?
- Does the system prescribe training to reduce risk?

EFFECTIVE TELEMATICS



The effectiveness of telematics can plateau over time as drivers and organisations become complacent

Drivers...

- Get used to being observed
- Lose interest in driving reports
- Don't always face consequences for risky behaviours.

Organisations...

- Pay less attention to safety under pressure to improve productivity
- Communication about telematics systems becomes stale.

Keep telematics effective by focusing on your organisation's wider safety culture

- Employ a shared set of values, attitudes and goals for achieving zero road deaths or injuries
- Get management to show their support for and use of telematics
- Champion driver safety at every opportunity
- Regularly communicate the benefits of telematics in new ways
- Engage with drivers on a one-to-one basis where possible
- Recognise and reward safe driving behaviours.

This factsheet is one of a series produced by Global Fleet Champions



GLOBAL FLEET
CHAMPIONS

to help anyone who employs people who drive for work to manage occupational road risk, regardless of budget, fleet size or vehicle type. Global Fleet Champions is a not-for-profit global campaign to prevent crashes and reduce pollution caused by vehicles used for work purposes. Global Fleet Champions is a partnership initiative administered by Brake, the road safety charity. globalfleetchampions.org

For more resources to help you manage work-related road risk, go to globalfleetchampions.org

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Reference

¹ Young, K.L & Salmon, P.M. (2012) Examining the relationship between driver distraction and driving errors: A discussion of theory, studies and methods. *Safety Science* 50: 165-174