

# MCIEF

Motor Carrier Insurance  
Education Foundation

## WELCOME TO THE MONTHLY “TRUCK STOP” WEBINAR

TRUCK STOPS ARE PRESENTED THE SECOND  
THURSDAY OF EACH MONTH AT 2:00 P.M. ET

THESE WEBINARS ARE OPEN TO MEMBERS OF MCIEF

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# **FLEET SAFETY PROGRAMS – ARE WE DOING IT RIGHT?**

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# TYPICAL FLEET SAFETY PROGRAM

- Know Drivers that Need Improvement
  - Focus on poor driving behavior
  - Bad drivers punished
- Most Driver Safety Solutions
  - React to an event
  - What went wrong
  - Fix bad behavior after the fact

# HOW DO YOU FIND THE BEST DRIVERS?

1. Don't Fear Cutting-Edge Technology
2. Give a Thumbs Up
3. Manage the Edges
4. Gamify
5. Create Bite-sized, Team-based Goals

# DON'T FEAR CUTTING EDGE TECHNOLOGY

- Advanced in-cab video cameras
  - 100% of driving time
    - Positive as well as negative driving behavior
    - Driver Score
    - Real Time Alerts
    - Coach and correct behavior

# GIVE A THUMBS UP

- Beware of after incident only solutions
- Implement systems that positively recognize drivers
- Reward them



# MANAGE THE EDGES

- Encourage and reward the safest drivers
- Coach the worst performers
  - Advanced safety systems coach and alert under performing drivers of risky behavior
  - Reward them as they improve
- Examples to the middle of the roaders

# GAMIFY

- Encourage competition
- Game Reward System
  - Points for top scores
  - Connected to the team

# CREATE BITE-SIZED, TEAM-BASED GOALS

- Set Goals
  - Average speed
  - % Safe following distance
  - Stop light compliance
- Create Driver Teams
  - Extend gamification
  - Build camaraderie

# THE “FIX-IT” PLAN

- Engagement
  - Senior management, local supervisors, everyone in the organization
- Policy
  - Well communicated, defines acceptable practices and sets expectations
- Training
  - New hires, existing drivers, violators

# THE “FIX-IT” PLAN CONT.

- Measurement and Scoring
  - Continuous monitoring and real time evaluation of driving behavior
  - Drivers scored on performance – High risk and consistently safe drivers
- Immediate Management Action
  - Immediate action when event occurs to reinforce safe driving expectations

# About Netradyne

## Who We Are

Netradyne provides cutting-edge, vision-based safety solutions through the power of artificial intelligence.

The Driveri dash cam reduces driving incidents and protects against false claims by empowering fleets and drivers with real-time performance insights and tools for effective coaching.

**275+** Patents in wireless,  
deep innovation,  
device innovation

**150+** Employees  
**300+** Customers  
Worldwide

**Head Quarters** San Diego  
**Tech Innovation Centers**  
San Diego, Bangalore, India

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