



Risk Management Advisory Committee

Leveraging Technology to Improve Safety & Change Behavior

New technology systems are being introduced into the workplace to 1) protect the driver, 2) protect the company, and 3) improve driver behaviors. Some of these systems include event recorders, audible speeding alerts, collision avoidance and artificial intelligence. Event recorders can video forward facing out the cab, rear facing in the cab, side facing down the trailer, as well as views from the headache rack back down the trailer or truck. Each view can provide valuable information that can be utilized for training purposes. Artificial intelligence is now being tested on seat-belt notification, audible speeding alerts and fatigue recognition. Unfortunately, many companies are reluctant to utilize this new technology due to driver buy-in.

Solutions

- **LEAD WITH EXPERIENCE.** Let experienced and respected drivers volunteer to try the new technology first and then provide feedback to management and other drivers. These seasoned drivers often have valid input that can help with implementation, drive the overall safety culture, and influence other drivers to buy-in to the program.
- **HIT THE FILM ROOM, COACH.** Many people remember viewing film after a Friday night football game or band performance to review plays, formations, identify mistakes, and learn from them. In the same way, companies can utilize technology as coaching opportunities. Emphasize that this is not “Big Brother” penalizing poor choices or mistakes; this is identifying behaviors that drivers may not realize they are doing such as following too close, speeding, drowsy driving, etc. It also allows for teaching moments on how speeding, not wearing a seatbelt, and distracted driving can be tied to driver CSA scores.

- **IT'S GAME TIME.** Many technology platforms have a scoring system. Gamify the results. Create a leader board with different categories to show the top scoring drivers (i.e., Safest Drivers). Incentivize the rankings to amplify the effectiveness and create a friendly competition. Who doesn't enjoy a little friendly competition?
- **ASK FOR HELP.** Get help and advice from a Risk Management Advisory Committee member or an ATA Comp Fund Risk Manager. There are many sophisticated products currently on the market that a committee member or Risk Manager may have researched or is utilizing that can assist you with deciding whether to consider or purchase.