



CASE STUDY

OVERCOMING DRIVER OBJECTIONS

THE CLIENT

This client is a private fleet operating over 900 vehicles transporting passengers in multiple states. The Company invested in GPS tracking and cameras to monitor driving behavior and assist in accident reviews. This same technology regularly identified speeding in lower speed zones as an ongoing risk for the company. Although the fleet was coaching their speeding drivers, the majority returned to their old behaviors.

In search of a solution to their problem, the Company identified SafeSpeed®, a pro-active speed management technology designed to ensure that vehicles are operated within posted speed zones. As a starting point, management opted to equip vehicles driven by their higher risk drivers, with a goal of equipping all vehicles over time.

THE CHALLENGE

Although SafeSpeed immediately resolved their speeding issues on the equipped vehicles, drivers pushed back on the idea and reported it to their union. The union tried to pressure the company into removing the devices.

THE SOLUTION

As with most new technologies, the thought of change is often met with resistance, even when designed to increase safety and save lives.

Seatbelts were initially met with tremendous push-back, but drivers soon realized that they worked and helped save lives. Today drivers automatically buckle-up.

The adoption of in-cab cameras met heavy resistance by drivers until they realized that the videos could help exonerate them from any wrongdoing in the event of an event of an in-transit incident or crash.

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THE SOLUTION cont'd

Today's technology-laden vehicles include safety improvements to help protect drivers and those they share the road with.

The solution for this company, as with all commercial fleets, was to ensure they included drivers in the process and make certain that drivers understood that the rationale behind the decision-making was to ensure drivers and those they share the road with, all get home safely.

THE RESULT

The Company agreed to provide the drivers with a slight over-speed threshold buffer allowing them to drive at, or below the speed limit without having SafeSpeed actively engage. Both drivers and the company agreed to a three-mile per hour overspeed threshold on lower speed roadways and a five-mile per hour setting on faster roads. This allowed drivers to pass other vehicles safely without impacting traffic flow.

In conclusion, the drivers recognized that the company had been fair and flexible in implementing a solution that benefited all parties. In the end, safety was not compromised, the Company was protected by way of a risk and liability backstop, the drivers' livelihoods were secured, and their union maintained a place at the table.

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