

BUILDING ROI FOR CONSTRUCTION & READY-MIX FLEETS:

EXPERIENCE MORE PROTECTION, INSIGHT AND SAVINGS WITH VIDEO SAFETY





The construction and ready-mix industries face unique challenges when it comes to safety. Fleets often operate on uneven surfaces and in crowded environments, leading to a higher chance of collision, property damage and injury. As a result, fleets take managing risk and operating safely very seriously— not only to ensure the safety of their employees and the general public, but also for the secure transportation and delivery of the materials they're hauling. In addition, a safer fleet reduces costs, claims and litigation, while also improving operational efficiency.

Rather than focus on problems construction companies face, this eBook focuses on solutions! Learn how video-based safety has helped fleets like yours and how it can impact your bottom line today, while also positioning you for a safer tomorrow.



MORE THAN JUST SAFETY

From reduction in collisions to driver exonerations, fleets that use a video-based safety program see results far beyond just safety:

Capture Hard-to-Get Sideswipes, Backing and Low-impact Collisions

If you've had trouble exonerating a driver for a sideswipe, backing or a low-impact event, then you know how unfairly and regularly the 'big truck' gets the blame. A complete video safety program, like SmartDrive® 360, gives you a full 360-degree view through the use of up to eight cameras in and around your vehicle.

Reduce Workers Comp Claims

Video helps to know when drivers are following standard operating procedures – getting in and out of vehicles, pouring materials properly, ensuring locked chutes, offloading materials, etc. – and when they're not.

Avoid Skyrocketing Insurance Premiums

Video-safety helps ensure a safer fleet, resulting in fewer collisions, claims and injuries. As a result, many fleets are maintaining or lowering their insurance premiums by showcasing technology investments that lead to improved safety to their insurance provider.

Improve Employee Relations

Video safety provides an opportunity to engage employees through constructive coaching sessions. As O&G Industries states, "The positive effect that SmartDrive and the addition of video safety has had on our company culture has come as an added bonus. The level of engagement as a result of the open communication and focused coaching sessions has generated a positive shift that we value and will continue to cultivate."

With the SmartDrive program, along with our concerted coaching efforts, we immediately began to see marked improvement in adherence to a variety of important safe driving habits.

SmartDrive has been so impactful that we've included the SmartDrive Safety Score in our driver bonus evaluation program, incentivizing drivers to maintain a good safety score, which has helped encourage continued driver buy-in and self-evaluation."

– **Said Ordagic**, Safety Manager, Concrete Supply,
a member of The Rasmussen Group

Improve Customer Satisfaction

Companies continually receive calls from customers stating that the job was not done properly or there was property damage. Video provides proof of what your employees did (or did not do) so you can maintain your profit margin on each completed job.

Secure Brand Protection

The name on your truck is your best advertisement. The last thing you want is for the public to see your vehicle being driven in an erratic manner. Video safety provides the tools you need to help ensure your employees are driving safely and reducing collisions.

Increase Fuel Economy and Reduce Vehicle Maintenance

A video safety program provides insight into driving behaviors, such as speeding, which reduces fuel economy and increases opportunities for hard braking. Driving at a safe speed means more dollars to your bottom line.



MORE PROTECTION

PROBLEM

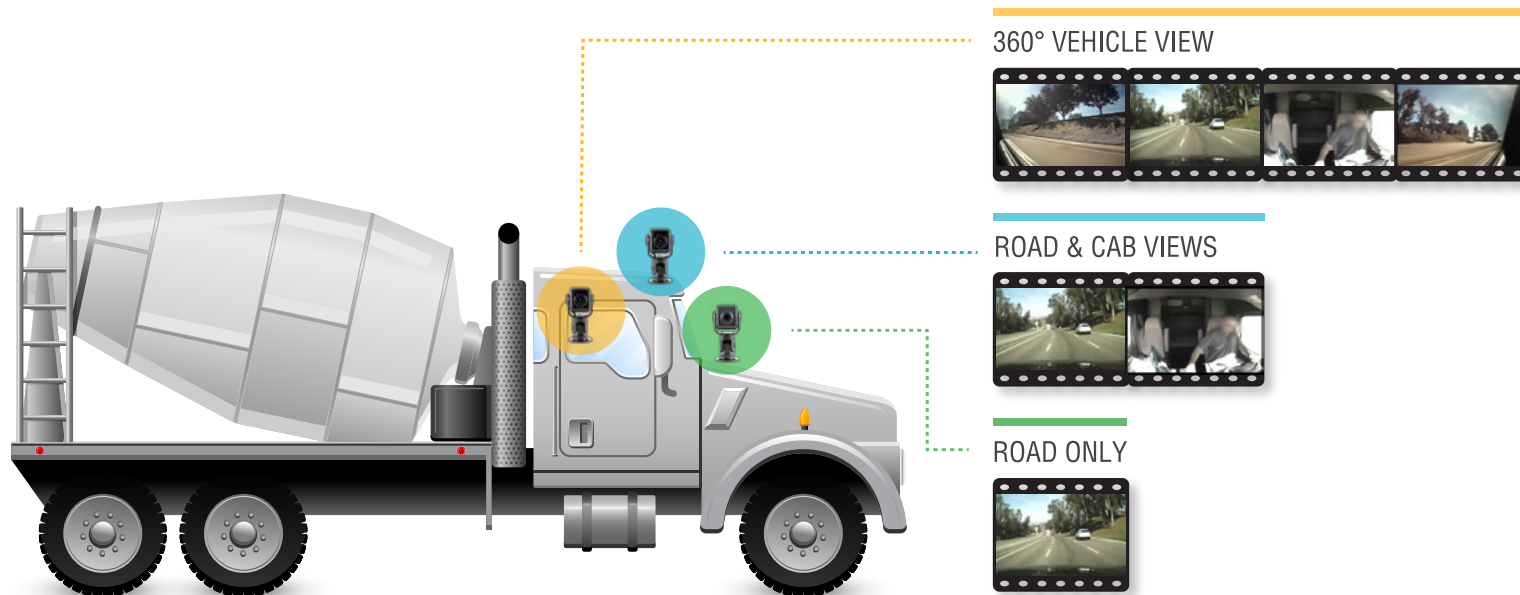
Although you have a well-ingrained safety culture, regular safety meetings and provide on-going training, it's likely you're still dealing with backing accidents, mystery damage and workers' comp claims. Why?

From when your drivers leave your site early in the day – until they return many hours later – a lot can happen. Is it due to drivers being careless and not following your safety policies or were they driving safely and someone else caused the incident?

SOLUTION

With SmartDrive, your partner in safety, you can prevent incidents from occurring and know exactly what happened when they do.





Leading construction and ready-mix companies rely on the SmartDrive video safety program because it delivers results with:

- ✓ **PATENTED MANAGED SERVICE PROGRAM.** Unlike a dashcam – or computer vision-only service – that can create chaos in your fleet by delivering thousands of unfiltered videos each month, SmartDrive combines computer vision with human review. This patented process provides consistent, unbiased and professional reviewing, scoring and prioritizing of thousands of videos so you don't have to. False positives removed. Accuracy improved. Hours saved.
- ✓ **INSIGHTFUL 360° VIEWS.** Multiple cameras enable a 360-degree view of the vehicle and insight into the broadest amount of risk related to driving performance – including U-turns, backing, unsafe lane changes, unsafe merging and close following.
- ✓ **CONTINUOUS EXTENDED RECORDING.** Never miss an incident and gain added significant savings through additional exonerations, resolved mystery-related damages, better-supported claims investigations and improved adherence to non-driving operations.
- ✓ **ENHANCED COACHING WORKFLOW.** See fleet-wide trends; specific skills that need improving, and how each site compares to other sites, your total fleet and other fleets in your industry. Integrated contextual performance metrics put KPIs front and center for improved driver coaching sessions.



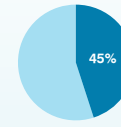
- ✓ **FLEXIBLE SMARTCHOICE OPTIONS.** From simple on-demand video to leveraging APIs and data feeds for a more comprehensive risk analysis, SmartDrive is built for easy upgrades without an expensive hardware rip and replace – allowing you to select the program that's right for your fleet for easy upgrades.
- ✓ **UNCOVER HIDDEN RISKS.** Without video-based evidence, it's difficult to be aware of the risks happening in your fleet. SmartDrive provides insight into risks fleets are unaware of, such as distracted driving, speeding, U-turns and seatbelt usage.
- ✓ **DISTRACTED DRIVING.** On a typical day, more than 700 people are injured in distracted driving crashes. Driver distractions are the leading cause of most vehicle collisions and near collisions. It's more important than ever to keep distracted driving front of mind.
- ✓ **SPEEDING & ROLL-OVERS.** According to NRMCA, speeding is the most common driver error to cause roll-over events. Speeding drivers also tend to take more risks. Adding weather to the mix increases your driver's crash potential. If you eliminate speeding, you'll reduce the potential for roll-over events.

1. UNSAFE FOLLOWING



Speeders are nearly **3x** more likely to practice unsafe following distances

2. NEAR COLLISIONS



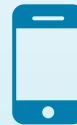
Speeders are **45%** more likely to be involved in a near collision

3. LANE CONTROL



Speeders are **54%** more likely to cross the median or center line of the roadway

4. DISTRACTED DRIVING



Speeders are more than **2.5x** more likely to be distracted while driving

5. HANDS OFF THE WHEEL



Speeders are **3.7x** more likely to drive with two hands off the wheel

6. FUEL WASTE



Speeders are more likely to waste fuel. Highway MPG for speeding drivers is **2.7%** lower than all other drivers

7. COMPLIANCE



Speeders are consistently more likely to fail to comply with **stop signs and red lights**

8. UNSAFE MANEUVERS



Speeders are more likely to engage in unsafe **lane changing, merging, passing, braking and turning**

9. ROLL-OVERS



Speeding is the most common driver error that causes rollover events according to the NRMCA

All statistics are from SmartDrive SmartIQ® Beat Snapshot for Speeding

LEARN MORE AT SMARTDRIVE.NET/SPEEDING



MORE INSIGHTS

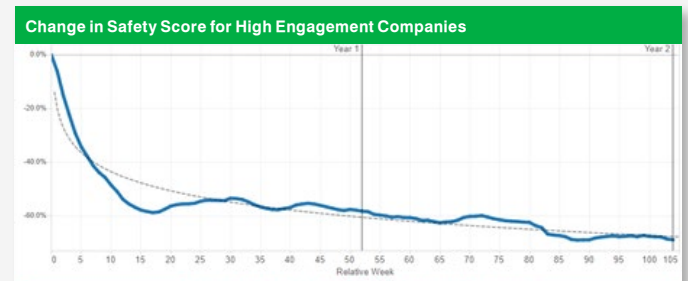
! PROBLEM

When researching video safety, how do you determine what is best for your fleet? A simple dashcam that only provides video, but doesn't improve driver performance? Computer vision (CV) and machine learning because they're the latest technology, but don't deliver results without a managed service program?

✓ SOLUTION

Unlike a dashcam that only provides videos, the SmartDrive program includes a fully managed service and 3-step coaching workflow that scores and prioritizes drivers for coaching and allows you to coach consistently – both in-person and remotely. We ensure you are prioritizing your coaching efforts to reduce the riskiest behaviors first, resulting in an average 60% decrease in a company's safety score year over year.

The following graphic illustrates the power of coaching and engagement of drivers with the fleet's Safety Score. Fleets that don't engage with their drivers begin to see their Safety Score increase and never return to the low level originally achieved. For fleets that are highly engaged and coach their drivers, the Safety Score drops and stays low.

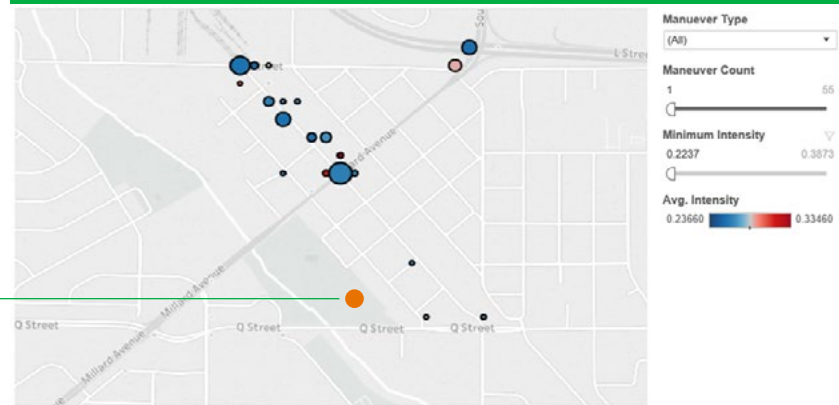


Complimenting your program – and providing deeper insight into driving performance – is SmartDrive SmartIQ® for ready-mix and construction fleets. The insights from SmartIQ allow you to proactively reduce root causes associated with collisions, preventing injury to your employees and other motorists, while reducing your costs.

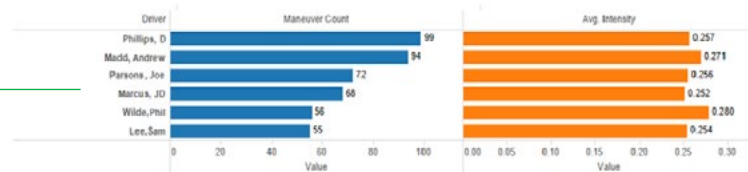
Where are my risky maneuvers occurring?

Which drivers have the highest frequency of risky maneuvers?

Grouped Locations with the Highest Number of Maneuvers Across the Entire Company



Drivers with Most Maneuvers at the Selected Location (None)





59%

reduction in distracted driving



74%

reduction in drowsy driving



69%

reduction in speeding



75%

reduction in close following

MORE SAVINGS



PROBLEM

Are you on the cutting edge of technology – always striving to make your fleet safer – and hoping for measurable results? Or, do you feel that new technology brings new headaches, untested results and fleet disruption? How do you know which technology will deliver the biggest impact to your fleet?



SOLUTION

The SmartDrive video-based safety program helps ready-mix and construction fleets identify unsafe driving behaviors so fleet managers can coach drivers to improve—reducing risk and collisions—and ultimately impacting your bottom line. But don't take our word for it, hear from your peers on the significant savings they've experienced.



MORE PROTECTION. MORE INSIGHTS. MORE SAVINGS.

O&G INDUSTRIES



98%

arbitration win rate



56%

decrease in cellphone usage

“

*The SmartDrive program made an **immediate impact** on our **fleet safety**—identifying risky driving while also highlighting the many positive examples of our professional drivers avoiding dangerous, distracted or aggressive motorists.”*

– TJ Oneglia, Vice President at O&G Industries





MORE PROTECTION. MORE INSIGHTS. MORE SAVINGS.

KIENSTRA READY-MIX CONCRETE

275
VEHICLE FLEET



18

exonerations in 12 months



ELIMINATION

of at-fault collisions throughout the fleet



70%

decrease failing to stop at a stop sign



26%

decrease in hand-held cellphone



“

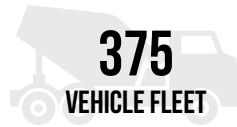
I knew SmartDrive was a powerful tool, but the results have exceeded my expectations. It's one of the best decisions we ever made.”

– Pat Wessels, Vice President,
Kienstra Ready-Mix Concrete



MORE PROTECTION. MORE INSIGHTS. MORE SAVINGS.

THE SILVI GROUP



“

The SmartDrive program far exceeded every other option available and our strategic investment was recouped within the first six months. A truly driver-centric program, SmartDrive doesn't simply provide videos, but supports us with a comprehensive program that allows us to coach our drivers, ultimately reducing collisions and injuries, and significantly improving our fleet risk profile”

– **Tim Kurz**, Senior Vice President,
The Silvi Group



CONCLUSION

The construction and ready-mix industries are dangerous and incidents can be costly. Rather than viewed as an expense, companies now view safety as a cost-saving (and life-saving) measure that not only protects their drivers, but also protects their bottom line.

Now, more than ever, fleets are focused on programs that measurably improve safety performance, while cost effectively managing their exposure to risk. With a video-based safety program, fleets are better able to protect drivers, lower risk and improve their bottom line – delivering an important and sustainable competitive advantage.

“

There's no grey anymore. It's black and white and we have the evidence to prove it.”

Mike Ferry, Corporate Safety Director,
O&G Industries

Learn how video-based safety can help your fleet:



ABOUT OMNITRACS

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitrac's more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitrac's transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

Find out more at omnitracs.com/smartdrive

©2021 Omnitrac's, LLC. All rights reserved. | (800) 348-7227 | omnitracs.com

