

Davidson Trucking **boosts driver engagement and safety scores** with help from HDVI

HDVI's streamlined, centralized tools enable Davidson to easily access data to identify areas for improvement and find the right solutions to their challenges.

Challenge

Davidson Trucking has always valued safety and worked hard to hire drivers with excellent safety records. As an additional layer of protection they had been exploring adding cameras to their fleet. When Davidson initially announced they would be adding in-cab cameras, the response from their drivers was not good.

Solution

A great way to help drivers understand the value of cameras is through rewards and incentive programs. HDVI worked with Davidson to implement a program that would resonate with their drivers and encourage them to embrace the technology.

"Some of our drivers aren't technology focused," Jessica, Davidson's Safety Manager explained. "We want to make sure they are still able to participate and keep up with their performance and ranking, so I include a printout of their monthly report with their pay stub."

Highlights

- ✓ Reduced safety critical events by 30%
- ✓ Rewards program increased driver engagement and safety score
- ✓ Insurance premiums reduced due to improved safety

Results

Davidson Trucking has seen strong improvement in safety performance on both company-wide and individual levels for metrics like following distance.

After providing cameras for the fleet, HDVI worked with the Davidson safety manager to develop a rewards program that soon had some of the most reluctant drivers engaged, safety scores improving – and premiums falling.

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One of the drivers came in and thanked me a few weeks ago for going with cameras and participating in **the rewards program as it has made him a much better driver.**

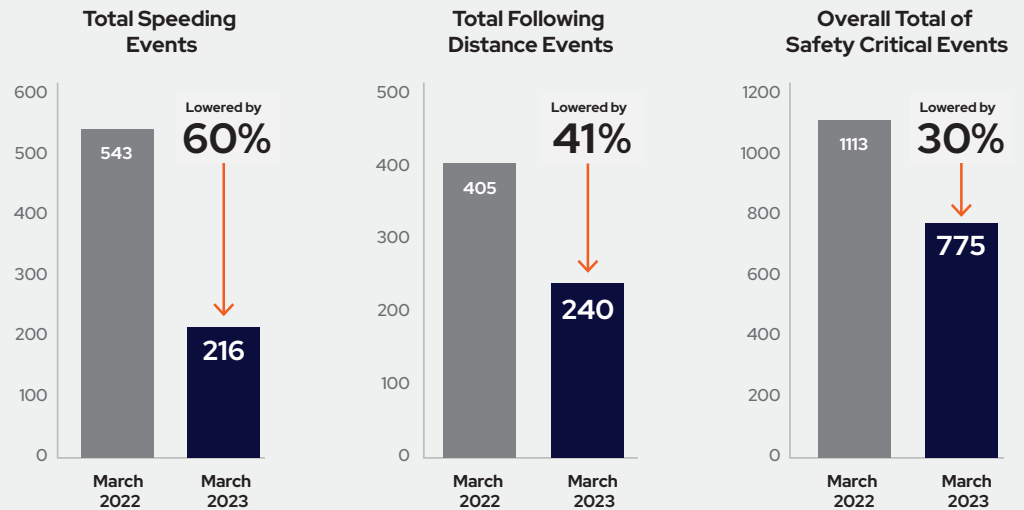
Jessica Schoendorf, Safety Manager

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Thanks to the active use of the Driver+ app, regular meetings with HDVI's Fleet Services team, and diligent check-ins from Jessica, Davidson reduced their safety critical events by 30%.

Safety critical events include hard braking, close following distance, and speeding.



Tools

Robust reporting

Davidson's drivers are extremely engaged in the rewards program, and it's led to improved safety scores and more conscientious drivers. One of the reasons for the program's success is Jessica's hands-on approach to her role as Safety Manager. She is in the system daily reviewing events and data, and she coaches the drivers on a regular basis.

She uses dash cam video to put the data in context and discusses how the drivers can improve. Jessica also ensures that her drivers have access to their scores – even if they're not on the Driver+ app.

The lower scores lead to reduced premiums for the fleet. Davidson has already seen decreases each month they've been with HDVI. Perhaps most importantly, the combination of dash cams and the rewards program have helped Davidson drivers become more aware of their behavior.

Regular data reviews

HDVI's streamlined, centralized tools enable Davidson to easily access the data from their cameras.

Fleet Services Representative David Tucker has worked with Davidson since they first started with HDVI. He reviews and analyzes the company's data and camera footage to help them identify areas for improvement and find the right solutions to their challenges.

Rewards and incentives

Once cameras were installed, Davidson kicked off an incentives program that would reward drivers for their performance in a variety of key safety metrics. The company made a point of making the rewards impactful, with the top three performing drivers each month receiving \$500, \$200, and \$150.

Davidson drivers participate in the rewards program through the HDVI Driver+ app which allows them to see how they stack up against the rest of the team across several safety categories such as following distance and speeding violation time.