

USING TELEMATICS IN PROFESSIONAL VEHICLE FLEETS



WHAT ARE TELEMATICS?

'Vehicle telematics' are used to monitor the driving of a vehicle.

Event Data Recorders:

- Record data immediately before, during and after an 'event'
- Usually triggered by a collision occurring
- The information can then be used for analysis of that 'event'

Journey Data Recorders:

- Continually monitor data through an entire journey
- Collect information about collisions but also driving style
- The information can be used for collision analysis and feedback

How can telematics be fitted in a vehicle?



Installed using a 'black box'



Used through a smartphone/app



Built-in to the vehicle



WHAT CAN THEY DO?

Telematics can be used to monitor a range of driving elements

- Journey start and end times
- Speed
- Stops
- Vehicle location
- Braking
- Seatbelt usage
- Acceleration
- Cornering
- Use of Safety Technologies
- Fuel consumption



Advanced systems can even be used to monitor driving conditions, congestion and weather.



REMEMBER!

There will always be elements of driving that telematics cannot capture.

They can't solve everything and should be used as part of a comprehensive work-related road risk management programme.

HOW CAN TELEMATICS HELP?

Driver specific issues

- Identify strengths, weaknesses and areas of concern
- Provide immediate, relevant feedback
- Tailor driver training and education
- Develop reward schemes

Company wide issues

- Identify issues linked to the type of work/operations carried out, e.g. fatigue, overloading, idling.
- Inform changes to shift patterns and driving times to avoid those that are riskier/more expensive

General road safety issues

- Highlight key risk factors like speeding and fatigue.
- Collision data can be used by police, insurers and researchers.

MAKING THE MOST OF TELEMATICS

Feedback



- Real-time feedback can be provided while the driver is in the vehicle
- Retrospective feedback can be delivered after the journey, straight to the driver or by a manager
- Make sure feedback is relevant, clear and continued in the long-term

Part of a programme



- Integrate telematics into your road safety management programme
- This should include clear policies on key road safety issues like speeding, drink-driving and fatigue.
- Use telematics data proactively to help improve your programme.

Handling Data



- Take care to abide by the relevant data protection rules.
- Give staff a proper explanation of how the telematics work, how you use the data and who has access to it.
- Always make sure that data is assigned to the correct drivers.

Leadership and Buy-In



- Management, staff and staff associations should all be consulted and involved in the process.
- Consider introducing a 'Telematics Policy' that sets out what is expected of employers and employees

Using telematics can lead to significant savings



Improved insurance premiums



Better fuel consumption



Reduced maintenance and repair costs

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