TRUCE

Eliminating Distracted Driving
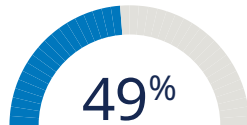
Today's Workforce Is Distracted

68% of employees admit mobile device usage distracts them from doing their most important work[1]

65% of employees are overwhelmed by the amount of notifications on mobile devices[1]

49% of employees admit to frequently using mobile devices while driving[1]

40% of commercial accidents are caused by distracted driving[2]

6x Distracted driving is six times more likely to cause an accident than driving under the influence[3]

And This Growing Epidemic of Distraction Is Taking a Toll on Companies

Liability and Expense

$24,057 is the average cost per commercial accident[4]

20% is now the annual commercial fleet accident rate[5]

Gross negligence claims up to **$21 million**[6]

Lost Productivity

83% of employees open and respond to messages within **90 seconds**[7]

Employees spend on average **5 hours per week** on non-work-related mobile device usage[8]

Reputational Risk

75% of a company's market value is reputation[9]

Strong reputation yields **2.5x** better stock performance[10]

But There Is Good News!

62% of employees would curtail their device usage if they knew how[1]

62% of employees think it is reasonable to give up some control of their mobile device for safety reasons[1]

68% of employees would be fine with their employer restricting access to some apps during high-risk scenarios[1]

Reactive Distracted Driving Technologies

Telematics

Benefits

Telematics is a method of monitoring an asset (car, truck, heavy equipment or even ship) by using GPS and onboard diagnostics to record movements on a computerized map.[5] Information from the vehicle is recorded via a small telematics device also called a "black box" and other connected hardware or sensors. The upside is that such technology can monitor location, trip distance, time, idling, fuel consumption, engine performance, seat belt usage and even speeding, hard cornering or harsh braking to give employers a snapshot into an employee's risky driving behaviors. Companies can view and export reports to gain insight into the highest number of speeding incidents or vehicles due for maintenance, for example.

Limitations

While telematics solutions offer a glimpse into an employee's unsafe driving practices and flag concerns, it can be challenging to discern if erratic or impulsive maneuvers were due to mobile device distractions or other unrelated on-the-road incidents (such as a car in front braking suddenly to avoid hitting an animal on the road). Like cameras, telematics provides important in-vehicle feedback, but only after the fact, so employee coaching is reactive versus proactive. It does nothing to prevent mobile device usage behind the wheel. Again, these data points provide only pieces of the puzzle, not the complete picture.

In-Vehicle Cameras

Benefits

Mounting a camera inside a vehicle is relatively easy, inexpensive and widespread, and there are many available models on the market. The advantage is that it captures a visual record of whether a driver is using a mobile device while operating the vehicle. In some states, even texting while stopped at a red light is illegal. Because cameras digitally document driving behavior, an employer can view this footage, detect device-related distractions and coach workers against it. Employees who know they are being "watched" on camera may in turn change their driving behaviors and be more diligent about device use. On the flipside, however, in-vehicle cameras also record positive driving behaviors, which benefits employees who are following company policies and practicing safe driving.

Limitations

It's not unrealistic to expect that some drivers will find workarounds such as masking or unplugging a camera to tamper with the evidence. As much as visual recordings can be useful records to companies looking for obvious signs of unwanted driving behaviors, they also create an audit trail should there be an accident. High volume of reporting and raw data can often render the data unmanageable and nearly impossible to act upon. But even more so is that cameras only document; they don't solve or prevent mobile device use on the road. It's like letting a friend who has been drinking drive. Is it better to let him get behind the wheel with a camera in his car or to not let him drive under the influence in the first place? The wiser choice would be to supplement camera use with a more preventative solution.

Mobile Apps

Benefits

Dozens of software apps designed to help prevent distracted driving are available on the consumer market and can be easily downloaded by employees onto their mobile iOS and Android devices from local retailers, amazon.com or app stores. Relatively low cost and even free, most apps are easy to use and work in a variety of ways. Some apps block or silence incoming calls and texts when the car is running or has reached a certain speed, others disable a phone completely and still others provide a rating system to score a driver's trip and pinpoint moments of distracted driving.
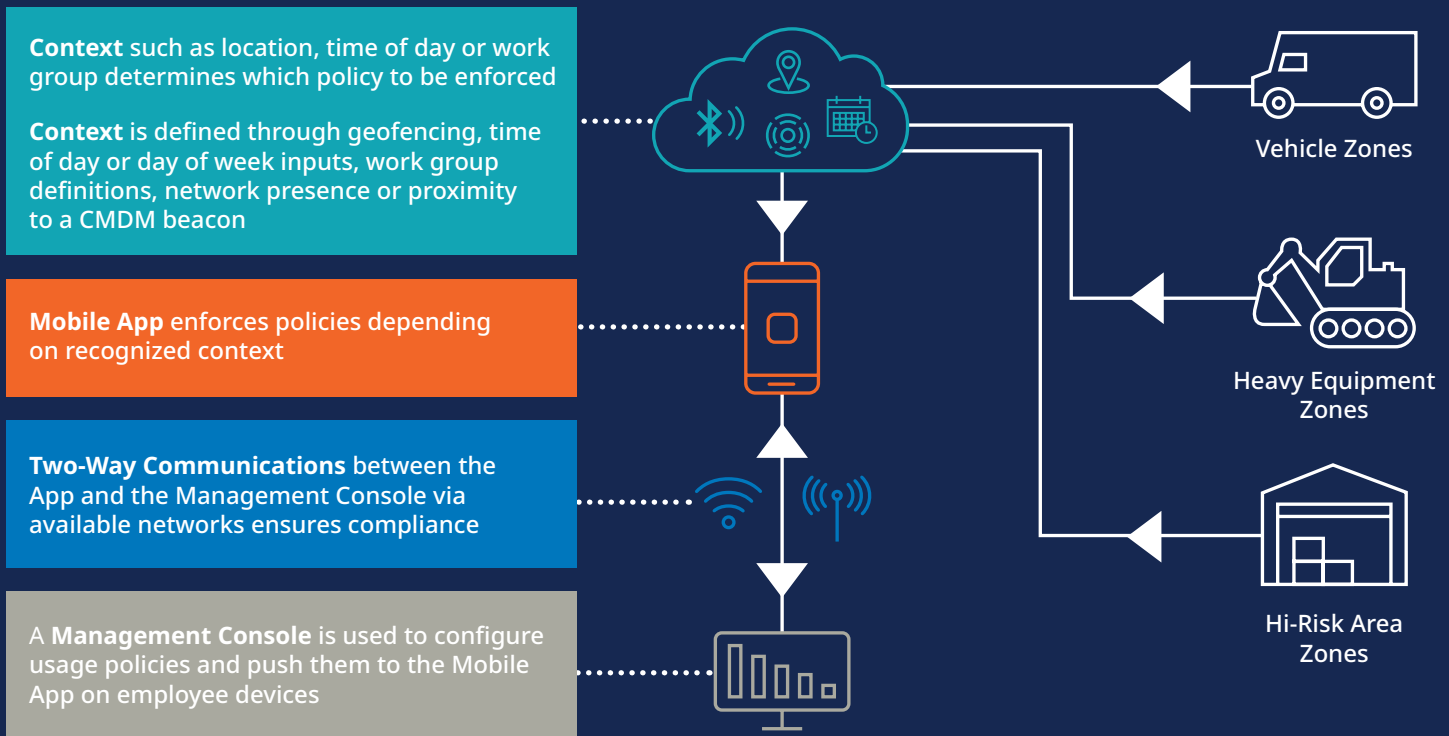
Limitations

As plentiful as they are, many of these apps are consumer-focused and contingent on the individual worker to enable them. Employees can therefore elect to opt out or remove them from their devices at will, leaving the company with zero ability to manage such apps at an enterprise level and ensure compliance overall. Many of these apps also tend to be geared more to teenage drivers and offer less sophisticated features than a solution that is specifically designed for business or corporate use.

Bottom Line

Being reactive in the business of health and safety often turns out to be too little, too late. Your company deserves more than reactive safety notifications. These solutions are often band-aids that tackle specific aspects of the issue, but the real focus needs to be on prevention. Being proactive is about controlling a situation rather than just responding to it after the fact.

TRUCE: Proactively Eliminate Distracted Driving

How CMDM Works

Context such as location, time of day or work group determines which policy to be enforced

Context is defined through geofencing, time of day or day of week inputs, work group definitions, network presence or proximity to a CMDM beacon

Mobile App enforces policies depending on recognized context

Two-Way Communications between the App and the Management Console via available networks ensures compliance

A **Management Console** is used to configure usage policies and push them to the Mobile App on employee devices

Vehicle Zones

Heavy Equipment Zones

Hi-Risk Area Zones

Quantitative Benefits[11]

Based on a composite organization of 5,500 protected field workers, the Total Economic Impact™ (TEI) study found the following:

3 Year ROI
360%

Payback
<3 months

NPV
$9.8M

3 year

Cost Savings Due to Avoided Vehicle Damage
$9,847,934[12]

Auto-Liability Policy Cost Savings
$2,707,438[12]

Total TRUCE Cost
$2,731,224[12]

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