# The Impact Of Measuring Driver And Vehicle Behavior



Why Businesses are Investing in Fleet Data | A Teletrac Whitepaper 🥑

# The Impact Of Measuring Driver And Vehicle Behavior

Data has many meanings. Virtually any business that has invested in a GPS tracking solution can track the location of their vehicles by pinpointing them on a map. But times have changed. The sophistication of data has expanded to deliver the real financial costs of vehicle and driver behavior on the road. Progressions in technology can now tie driver behavior directly to company benchmarks, including safety behavior, fuel use and the vehicle maintenance costs. The right software will identify a company's biggest priorities, whether it's revenue, customer satisfaction or federal compliance, and deliver that data to motivate daily business decisions.

## What Is Vehicle and Driver Behavior Data?

Vehicle and driver behavior data helps businesses record daily vehicle activity without physically reaching inside the hood of a vehicle to extract information. This data gives users a powerful look at the health of their business through custom vehicle statistics about their fleet's activity. This type of deep data goes beyond track-and-trace information by steering a company's focus towards items, such as the total time spent at a job site, that may have been previously overlooked. In-depth data leads

# The Benefits Of Tracking Fleet Data

- 11% increase in customer satisfaction
- 11% increase in service delivery/revenue
- 7% higher **productivity** (jobs completed daily)
- 9% decrease in idle time
- 8% decrease in speeding incidents
- 6% decrease in accidents

\*Source Aberdeen Group

to more informed business decisions that can impact a company's financial success.

The versatility of fleet data helps track and monitor fuel waste and related costs, distances and miles traveled, idle time including power take-off (PTO) time, and driving habits, for single vehicles, sub-group or an entire fleet. GPS tracking software provide a full view of this fleet performance data, including the lowest and highest ranking vehicles for each of the metrics, giving users a handful of productivity, diagnostics and maintenance data.

Overall, actionable vehicle data can benefit even the smallest of fleets. Obvious GPS data can give you peace of mind when you want to ask "Where are my vehicles?" but using comprehensive fleet data as part of everyday fleet management provides key performance data that can help cut down fuel consumption and other inefficiencies, increasing a fleet's lifespan, productivity levels and cost savings.

## What Does Vehicle and Driver Behavior Data Measure?



**Total Miles Driven** The cumulative miles a driver has accrued for a specific time period.



#### **Driver Stops**

out each day.

Start Time & End Time

The number of stops a driver takes while on the clock, including en route to a job site.



Fuel Use

The amount of fuel utilized by a driver, which can be impacted by harsh driving, idle time and unnecessary stops.



Idle Time





**Maintenance** Data summarizing engine statistics and fault codes in addition to routing information and service mileage.



**Time Spent At Job Site** The total time a driver spends delivering

and completing a task at a job site.

The time a driver clocks in and clocks



**Time On Lunch Break** The time, length and number of breaks that a driver takes on the Road.

# What Is Safety Behavioral Data?

Safety data provides fleet managers with the eyes and ears to be a backseat driver without stepping foot into a vehicle. Managers can assess the strongest and weakest drivers in their fleet by consistently monitoring the safety behavior of their employees on the road.

# The Numbers

- Speeding-related deaths nationwide account for nearly a third of all traffic fatalities each year, taking close to **10,000** lives.
- In 2013, there were **3,921** people killed and **104,000** people injured in crashes involving large trucks.
- The National Highway Traffic Safety Administration estimates there were a total of **33,561** traffic fatalities in the United States in 2013.

# What Does Safety Behavioral Data Measure?



#### Speeding

Speeding for each vehicle is determined by matching GPS data to the map database which contains speed limit information. GPS speed is then compared to actual speed limits while the length of each vehicle infraction is recorded.



#### Stop Sign Violation

GPS data is used to determine which streets a vehicle traveled. The data is then matched with a map database to determine the location of each violation.



#### Harsh Braking

The number of heavy braking incidents based on G-Force and the type of vehicle (light, medium or heavy).

### Using Vehicle Analytics to Drive Results

Good driving habits can save a company from disaster. A quick mistake on the road can negatively affect a company through accident, injury and liability costs and even a loss of business. Most managers fail to see the total impact of a crash on their business. While the direct costs, such as vehicle repair and insurance payments are easy to calculate, the indirect costs are severe. These numbers, including crash reports, time and money spent on litigation and the loss of productivity on the company are proven to be 3-5 times more expensive than the direct costs of the accident.

The total cost of a crash with injuries can range from \$25,500 to \$4,500,000 and the CDC reports that medical costs and productivity losses from crashes are over \$99 billion.

The best way to combat dangerous driving habits? Consistent driver coaching. Mangers should ask themselves, "Are my drivers receiving tickets? Speeding? Running stop signs? Veering on the road?" Driver coaching is proven to be the most valuable tool to eliminate these high-liability issues. In fact, a recent Teletrac study\* concluded that 40% of drivers change their behavior after their first safety warning.

As a sample technology, Teletrac helps managers track their drivers' speed and review aggressive driving behaviors, such as speeding, harsh braking, cornering and stop sign violations.



#### Harsh Acceleration

The number of acceleration incidents based on G-Force and the type of vehicle.



Harsh Cornering The number of forceful cornering incidents.



**CSA Score Impact** Insight into a company's Compliance, Safety and Accountability score.

The safety software arms managers with the following powers:

- The ability to view safety data on demand. Managers can quickly measure a fleet's safety average through the score indicator based on safety parameters, including harsh braking, harsh acceleration, speeding and stop sign violations.
- Staying updated with safety events and averages. Dashboards help log events for each parameter—whether it's for five speeding events or 138 harsh braking violations per fleet.

The most useful tool? The ability to see the top 10 worst and best drivers in a fleet—including an individual driver safety score—allowing managers to monitor safety performance across their drivers.

Investing in safety data to implement a smart driving policy ensures a company is compliant with the law, eliminates avoidable costs, reduces insurance premiums and decreases the risk of negative publicity for a business. Safety data helps practice good risk management by eliminating question marks every time a driver pulls onto a road with a company's name on their vehicle.



# A Look At Driver And Vehicle Behavior Software



### Technology Case Study: Teletrac Fleet Director

The power to monitor vehicle and driver behavior provides companies with a strong competitive advantage. Teletrac's GPS fleet tracking goes beyond location tracking to offer businesses measurable data that provides a snapshot of daily vehicle and driver activity. Having access to accurate behavioral data—such as fuel use, productivity levels and safety patterns—allows companies to stay efficient, productive and cost-effective.

Vehicle and driver behavior software provides a clean snapshot of all things related to fleet performance, including a close look at fuel consumption and costs, idle time, travel trends and safety activity.

#### How Does Teletrac Measure Driver and Vehicle Behavior?

Teletrac's extensive reporting allows fleet managers to drive their business forward with the power of data. These reports make operational decisions easier through insight on daily driver and vehicle statistics, from information about job performance to fuel use and everything in between. Here's a look at Teletrac reports that monitor fleet behavior:

le Mileage By State	For 0 Through 10/13/2014 (Central T	3/13/20 ime)
State	Travel Distarce (Miles)	
	4.98	
AZ	25.60	
co	139.30	
ID	507.86	
NM	1055.31	
NV	510.89	
OR	407.16	
тх	1442.60	
UT	925.35	
WA	673.89	
Total for	5692.94	
State	Travel Distarce (Miles)	
	0.02	
AZ	594.80	
00	912.56	
A	1015.11	
IL.	906.18	
IN	234.46	
KS	430.08	
M	297.13	
MO	325.89	
NE	1088.90	
NM	1330.21	
Total for	10063.48	

Mileage

Provides the number of miles traveled per state, per vehicle, for a selected date range.

Vehicle:	1898			
From		То	Duration	Location
08/26/2014 0	2:13:58 PM	08/26/2014 02:16:13 PM	00:02:15	Closest Landmark:
08/26/2014 0	2:22:44 PM	08/26/2014 02:33:10 PM	00:10:26	Closest Landmark: Include a firm and fi
09/10/2014 1	2:51:03 PM	09/10/2014 12:56:34 PM	00:05:31	SPECIFICATION CONTRACTOR CONTRACTOR IN PARTY.
09/10/2014 0	1:03:30 PM	09/10/2014 01:04:24 PM	00:00:54	101 PAGA Despects E Pers 137908 HA
09/10/2014 0	6:35:05 PM	09/10/2014 06:46:46 PM	00:11:41	THE PART DRIVE DRIVE DRIVE TO PERMIT
09/10/2014 1	0:09:55 PM	09/10/2014 10:11:44 PM	00:01:49	Home Private Delivery, Tandra and Salar Private, Phys. Rev. D 10, 100 (1990).
09/11/2014 0	9:47:32 AM	09/11/2014 09:55:05 AM	00:07:33	that Prog. Disk, Semiglicht-Port, Addit, 15 (2006) 1070
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09/15/2014 0	6:10:04 PM	09/15/2014 06:18:13 PM	00305308	The real line, Semiclicher Der, Peter, 19 Parler USH
09/16/2014 0	6:52:49 AM	09/16/2014 08:55:46 AM	00:02:57	THE PAR DOM AND ADDRESS OF A CASE, TO PARE
09/16/2014 1	2:11:26 PM	09/16/2014 12:15:33 PM	00:04:07	<ul> <li>Her Perg Directorespective (Colt. Press), To Design With</li> </ul>
09/16/2014 1	2:16:15 PM	09/16/2014 12:16:54 PM	00:00:39	See a produced residuese as rules, to these
09/16/2014 1	2:18:54 PM	09/16/2014 12:20:03 PM	00:01:09	NAME AN ADVANCED AND PARTY OF PARTY OF PARTY OF PARTY.
09/16/2014 1	2:24:24 PM	09/16/2014 12:26:51 PM	00:02:27	-DELYSTARI, LANDSON AND FOR LEPID. To THE UNIT

#### **Idle Time**

Shows an in-depth view of all idle time, organized by location, date and total duration.



## How Does Teletrac Measure Driver and Vehicle Behavior?

	Jsage R	epor	t				Throug	h 10/13/201	For 09/13/2 00:00:00 (1	014 00:00:00 Pacific Time)
Vehicle	Travel Distance (Miles)	MPG	Average Speed (MPH)	Travel Time (Hours)	ldle Time (Hours)	PTO Time (Hours)	Travel Fuel (Gallons)	Idle Fuel (Gallons)	PTO Fuel (Gallons)	Total Fuel (Gallons)
808125	7852	14.5	43.1	182.03	27.30	9.10	541.52	81.23	27.08	649.82
GAG334	7005	20.1	30.6	228.92	34.34	11.45	348.56	52.28	17.43	418.27
FHR840	19302	19.5	40.1	480.98	72.15	24.05	989.85	148.48	49.49	1187.82
RXC142	1181	13.8	33.0	35.81	5.37	1.79	85.58	12.84	4.28	102.70
GTL407	1184	18.3	44.8	26.40	3.96	1.32	64.70	9.70	3.23	77.64
WHJ/11 DOVESS	1254	12.4	41.8	1/2.8/	25.93	8.64	583.39	87.51	29.17	17.17
001833	100	11.0	30.4	5.40	0.62	0.27	14.31	2.13	0.72	17:17

#### Fuel Use

Provides the average speed and fuel used within a selected date range, as well as total distance traveled, idle and PTO time.



#### Maintenance

Provides a detailed breakdown of engine diagnostic and fault code alerts for a selected date range.

Vehicle:	Activity	Stop Time	Ma Timo 1	Terrenal Timo	Distance	Leasting
08/13/2014 12:00:00 AM	Traveling	0	0	00:55:37	58.97	WR Restrictor Inel/U-2040R Online, DR propin USA
08/13/2014 12:55:37 AM	Idie	0	00:01:15	0	0.40	144 BODE, D 807 W USA
08/13/2014 12:56:52 AM	Traveling	0	0	00:21:20	23.80	HAR BOOSE, IS REPAIRING.
08/13/2014 01:18:12 AM	Idie	0	00:25:12	0	0.00	SH3 DR-Clean Mittle Hybrids 20 Norman None El 19947 (CA
08/13/2014 01:43:24 AM	Off	09:46:25	0	0	0.00	SHE STOCTED MODE INCOME TO REPORT NUMBER OF A
08/13/2014 11:29:49 AM	Idie	0	00:09:20	0	0.10	SHE DO-CHAR RATES INDERED TO Revenue None, E-10047 USA
08/13/2014 11:39:09 AM	Traveling	0	0	02:00:24	137.40	Stell Sto-Crash Rottel High-ets 20 Novrige None (Cristel) USA
06/13/2014 01:39:33 PM	Idle	0	00:01:57	0	0.40	Lawrence Contempt. See
08/13/2014 01.41.30 PM	Traveling	0	0	05:21:40	365.29	188/02/04/04/04/02/05/05/05/05/05/05/05/05/05/05/05/05/05/
08/13/2014 07:03:10 PM	Idle	0	00:32:01	0	0.10	201 Millionna Rathrid Runautor, WY Million 2014
08/13/2014 07:35:11 PM	Traveling	0	0	02:47:15	185.59	INTRACTORS PARAMER INTERNAL
08/13/2014 10:22:26 PM	Idle	0	01:22:42	0	0.30	Earl 2 Critinitismi, we appress
08/13/2014 11:45:08 PM	Off	09:01:21	0	0	0.00	Las. Orderband, are seen use
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08/14/2014 08:59:23 AM	Traveling	0	0	04:25:11	297.69	SHEW M DOULDOF BRAVE AND DELYTING, WY AND LINE
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08/14/2014 01:25:09 PM	Traveling	0	0	00:01:04	0.20	ILL-HEREP PLANCHERS, MC ANDRALISIS
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08/14/2014 01:58:55 PM	Traveling	0	0	03:33:20	239.99	IN WARD TAXABLE METRICAL

#### **Driver Stops**

Provides detail of all stops and distance traveled as well as idle time and travel time between stops with a summary of the stop, idle and travel percentages for any given day.

				En 115 0010 10	10.00 011 0000 01 0000 10.00 00
On Site Detailed				POI TROZOTZ 12	.18.00 PM INOUGH F 102012 12.08.08 P
	Event Type	Status	Heading	Vehicle	Message
Terminals					
On Site: Terminer El Pleo	18				
11/5/2012 12:19:28 PM	INB	ON		638U - Artione Librage	Driver Log In
11/5/2012 12:20:35 PM	INB	ON		590U - PamiPranisim	Ignition On
11/5/2012 12:20:41 PM	LOC	ON		DR689	
11/5/2012 12:20:55 PM	INB	OF		628U - Juli Circuit	Ignition Off
11/5/2012 12:21:29 PM	INB	ON		674U - flarger Legan	Ignition On
11/5/2012 12:22:15 PM	IND	ON		613U - Jamen Pain	On Duty
11/5/2012 12:27/23 PM	LOC	ON		6260 - manufacture	
11/5/2012 12:28:49 PM	ACK	ON		674U - tharper Lopest	
11/5/2012 12:29:14 PM	LOC	ON		638U - Amorie azertege	
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11/5/2012 12:30:25 PM	LOC	ON		613U - Jamme Halk	
11/5/2012 12:30:42 PM	LOC	ON		DRISBO	
11/5/2012 12:31:33 PM	INB	ON		628U - Juli Cirpai	On Duty
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11/5/2012 12:32:23 PM	INB	OF		607U - Pinuten Denuene	Ignition Off
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11/5/2012 12:38:06 PM	INB	ON		613U - Automotive	Driver Log Out
11/5/2012 12:37:24 PM	LOC	ON		626U - Park-Ruber	
11/5/2012 12:38:02 PM	INB	ON	11mph SW	628U - Juli Chyal	Driving
11/5/2012 12:38:42 PM	INB	ON	12mph 8W	670U - Dave Jasimen	Driving
11/5/2012 12:40:43 PM	LOC	ON		DR689	
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11/5/2012 12:47:25 PM	LOC	ON		626U - Finite Buller	
11/5/2012 12:50:27 PM	LOC	ON		613U - James Hulli	

#### **Time Spent At Job Site** Provides data on

Provides data on time spent at both user-defined job sites and additional addresses to help monitor the total time it took to complete a delivery.

Message	For 8/13/2014 12:00 AM through 10/13/2014 12:00 AM (Central Time)							
	Status	Message	Location					
EHICLE NAME: 1000								
8/13/2014								
1:18:23 AM	ON	Off Duty	1010 Dis Deel RECENTIGNEY R. Mountain Frome IC-50647					
1:18:24 AM	NS	Message Acknowledgement	360 Dills Dreek Matchart-Agirway 30 Mountain Home 52 6047					
1:20:36 AM	ON	Start Of Day Record	360 Disc Deals ReDell-Spinsoy 30 Microsoft Home ID 8062					
1:22:37 AM	ON	Sleeper Berth	3940 bits trees Reflect spracy 36 Mountain Home ID-50047					
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Tuesday, October 14, 2014

#### **Start Time & End Time** Provides an

overview of status changes, including on-duty and offduty and at lunch or on break.

Duration				
Start Status= ON and I	End Status= O	F		
Start Time	End Time	Duration		Location
VEHICLE NAME: AGO	010			
11/19/2012				
5:04:01 AM	5:24:49 AM	00.20.48	s	Disset Landmark: AWW ONARLOTTE
5:24:49 AM			Е	5355 OLD DOWD PD & BOVER ST. CHARLETTE NO 28208
5:26:35 AM	5:47:38 AM	00:21:03	S	1243 CLD DONID HIS & INCVENTION COMPLETITIE NC 20208
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7:43:32 AM			Ε	MT HOLLY RD/SO-801 ROOK HEL SC 28708
7:59:13 AM	8:20:42 AM	00:21:29	s	MT HOLLY RD/6C-ROL. INCOK HEL, SC 28708
8:20:42 AM			Ε	BELTUNE ROX ECOLOGY RO: CHERTER 8: 20106
8:30:54 AM	9:09:06 AM	00:38:12	s	BELTLINE RD & ECOLOGY RD CHESTER SC 20700
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9:13:36 AM	12:42:19 PM	03:28:43	s	3018 LANCASTER HWY/ISC-0 PROHBURG 5K 20129
12:42:19 PM			ε	THA IV MILL ST & US-R2 KINGSTREE SC 2006
12:45:52 PM	4:59:50 PM	04:13:58	s	152 W MILL ST & US-S2 KN009TREE SC 2956
4:59:50 PM			E	260 JAMES L TANLOR ROLAHES / TANLORDR REDGELAND SC 2008
5:05:03 PM	5:06:39 PM	00:01:36	s	ANT ANALY L TANLER HE A BLUE HERES OF PRODUCTS OF
5:06:39 PM			E	499 JAMES L TANLOR RO & BLUE HERON DR. RIGGELAND SC. 2000
5:06:53 PM	5:29:21 PM	00:22:28	S	459 JAMES L TAYLOR RD & BLUE HERON DR. RIDGELAND SC.
5:29:21 PM			E	400 AMES L TANLOR RO & BLUE HERON DL PROGELAND BC 20008

#### Time On Lunch & Break

Provides a list of all durations, including time spent at lunch and on breaks during the work day.

Page 1 of 753



# Data-Rich Dashboards for Key Performance Metrics

**Fleet Analytics** 



- Drill in to view specific details, trends
- Measure fuel waste including cost per trip
- Best/worst rankings for idle time, vehicle usage and more

# Get Insight into Fleet Activity— from the Inside Out

The Fleet Analytics feature in Fleet Director enables users to get a remote look at important vehicle performance metrics to best measure key inefficiencies across a fleet—right from their desktops or mobile devices.

This flexible analytics tool features data-rich, color-coded dashboards that showcase selected trip data for single vehicles, sub-groups, or an entire fleet. Users can drill down in to any of the metrics for a magnified look at engine performance, including: vehicle usage and miles driven, travel time, idle time, PTO time, fuel consumption and the total fuel cost accrued during a particular journey. The best and worst vehicle rankings are clearly displayed to indicate which vehicles within the fleet are the most productive during the workday.



Drill deep into a single vehicle's or a sub-fleet's travel data to see how far they traveled—and for how long—including how much fuel was used during a specific trip and more.



# Dashboards That Show Vehicle and Driver Safety Patterns

## Safety Analytics



- View the number of dangerous driving incidents within a time period
- See the best and worst drivers in a fleet based on safety patterns
- Replay dangerous driving events as they happened in real-time

# Be The Eyes And Ears Of Driver Safety

The Safety Analytics feature in Fleet Director empowers users to receive insight into vehicle safety based on key performance metrics and recorded events, such as speeding and harsh braking. The results, including a measurable safety score, are showcased on pre-set or customizable dashboards with data-filled charts and graphs that can be toggled and viewed simultaneously, at any time.

This advanced feature pinpoints safety violations and inefficiencies—such as worst safety rankings and more—for an entire fleet or a single vehicle. Managers can use this effective option to prevent vehicle abuse and monitor unsafe driving behavior.



Users can view patterns of unsafe driving, such as a speeding event, and replay them as they happened in real-time.