

FLEET TECHNOLOGY ROLLOUT PLAYBOOK

A Transport Manager's Operational Guide to Video Telematics Adoption

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Source Reference:

Based on findings from the Teletrac Navman Mobilizing the Future of Fleets Report:
2026 Driver Coaching Edition.

Disclaimer & Policy Alignment Notice:

This framework provides general operational guidance and does not constitute legal counsel. Before rolling out telematics hardware, ensure all communications, monitoring protocols, and data practices comply with local privacy laws, union contracts, and internal employee policies. Consult your HR or legal team to verify compliance prior to launch.



INTRODUCTION

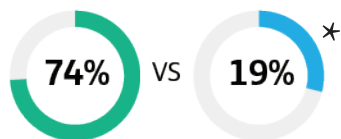
Unlocking the Full Value of Your Fleet Technology

Investing in video telematics is one of the most effective steps a fleet can take to protect drivers, reduce risk, and lower operating costs. However, technology is only half the equation, the real driver of long-term success is how hardware is introduced to your workforce.

Independent research across 600 commercial drivers highlights a clear opportunity for transport leaders and training teams:

Trust:

DRIVERS ARE 3X MORE LIKELY



to view coaching and safety technology as highly effective when it is introduced through a high-touch onboarding model compared to a low-touch/silent launch

Closing the Communication Gap:

Currently, 1 in 5 commercial drivers (20%)* experience technology installs with little or no communication prior to launch —leaving an easy win on the table for operators who engage early.



*Source: Mobilizing the Future of Fleets Report: 2026 Driver Coaching Edition

This guide provides your depot managers and training leads with copy-and-paste tools to shift driver perception—turning technology from a perceived “in-cab monitor” into an essential tool for roadside protection, rapid exoneration, and fair recognition.

What's Inside your Rollout Kit:

- **FLEET TECHNOLOGY ROLLOUT PLAYBOOK**
Your 4 stage rollout roadmap
- **RESOURCE 1**
Driver Announcement Script
- **RESOURCE 2**
Driver Privacy FAQ Sheet

THE 4-STAGE ROLLOUT ROADMAP

STEP 1 Pre-Launch Framing & Communication

30 to 14 Days Pre-Installation

Objective: Eliminate “spy-in-the-cab” anxiety before hardware is fitted to the fleet.

- **The 30-Day Pre-Briefing:**

Issue an official driver announcement (using Resource 1) explaining why technology is being introduced—leading explicitly with driver protection and exoneration against false third-party insurance claims.

- **Blended Communication on Channels:**

Combine direct depot briefing sessions (toolbox talks) with digital notifications (driver app, email, or notice boards) to ensure 100% workforce coverage.

STEP 2 Privacy Rules & Data Transparency

14 Days Pre-Installation to Day 0

Objective: Establish clear data privacy boundaries and build trust through fair, transparent rules.

- **Publish Clear Data Protocols:**

Provide drivers with a 1-page summary (using Resource 2: Driver Privacy FAQ) detailing exactly when cameras record (e.g., event-triggered AI safety events vs. continuous loops) and specifying who back at the depot has authorized access to footage.

- **Define In-Cab Privacy Standards:**

Clearly outline privacy protections such as audio toggles, inward camera covers, or automatic privacy mode during official rest breaks so drivers know their downtime is respected.

- **Hardware Walkaround:**

Conduct a 10-minute physical walkaround at the depot to show drivers the camera placements, blind-spot sensors, and in-cab displays firsthand, removing any technical mystery before the vehicle hits the road.

- **Direct Driver Access:**

Give drivers direct visibility into their own performance metrics and scorecards via the driver app so they can review their driving privately before a manager ever discusses it.



Expert Insight, Shannon Kyle, Fleet Expert:

“Combining a physical Day 0 walkaround with a clear, 1-page Privacy FAQ addresses driver concerns before hardware ever hits the road. When drivers see the camera positions firsthand and understand the exact data recording rules, anxiety gives way to trust. Transparency is your fastest path to buy-in.”

STEP 3

Real-Time Support & The 30-Day “Grace Period”

First 30 Days Post-Installation

Objective: Alleviate early-stage operational friction and protect driver retention in the critical first 90 days.

- **The 30-Day Grace Period:**

Enforce a dedicated “soft launch” post-installation. Incoming telemetry and video are used strictly for fleet baseline measurement and system familiarization—ensuring a smooth, stress-free transition during month one where zero formal disciplinary action is taken.

- **In-Cab Assistance Calibration:**

Frame real-time in-cab alerts (e.g., tailgating or lane drift warnings) as a supportive “digital co-pilot” that helps drivers self-correct in the moment before an incident occurs.

- **Hardware Tuning Check-In:**

Review false-positive triggers weekly with drivers (e.g., pothole triggers or harsh weather alerts) to refine system thresholds and maintain confidence in data accuracy.



Expert Insight Oliver Falconer, Fleet Expert:

“When customizing your driver announcement (Resource 1), do not skip or remove this 30-day soft launch commitment. Promising an initial soft-launch period focused on familiarization rather than immediate performance scoring, gives drivers the confidence they need to adapt to real-time in-cab assistance without feeling targeted.”

STEP 4

Positive Coaching & Continuous Improvement

Day 30+ Ongoing

Objective: Replace reactive management habits with proactive, constructive feedback.

- **Coaching Touchpoint:**

Shift depot reviews from lengthy end-of-month sit-downs to brief, 2-minute video-led check-ins focused on professional development and continuous improvement.

- **Context-Aware Scorecards:**

Ensure driver performance scorecards account for route difficulty, heavy traffic, weather conditions, and distance travelled—providing a fair, balanced evaluation rather than raw unadjusted risk scores.

- **Driver Recognition & Rewards:**

Implement monthly depot recognition programs (e.g., “Safe Driver of the Month” fuel vouchers or team rewards) that celebrate scorecard improvements and positive driving trends, not just top absolute scores.

BUILDING A LASTING SAFETY CULTURE

Successful fleet technology adoption isn't measured on installation day—it's built over time through transparency, fair coaching, and driver trust. By following this 4-Stage Roadmap, transport managers can eliminate workforce friction, accelerate driver buy-in, and unlock the full risk-reduction value of video telematics.

Your Deployment Toolkit

You don't need to draft your communications from scratch. Your rollout download kit includes two fully customisable, pre-formatted Word documents ready for your depot details and company branding.

Open the separate editable Word templates included in your download package:

- [Resource 1 - Driver Announcement Script.docx](#)
- [Resource 2 - Driver Privacy FAQ Sheet.docx](#)

Previewing Your Resources

Turn to Page 6 to review the completed reference samples for both Resource 1 and Resource 2. These samples show recommended wording, structural formatting, and privacy parameters. To edit and customize these templates for your fleet, open the separate .docx files included in your download package.

APPENDIX: SUPPORTING RESOURCE SAMPLES

(Reference Samples Only — Open separate .docx files in your download kit to edit and brand)

Sample Resource 1: Driver Announcement Script

SUBJECT: Upgrading Our Fleet Protection: Introducing Video Telematics

Dear Team,

As part of our ongoing commitment to keeping you safe, supported, and protected on the road, we are upgrading our fleet with advanced video telematics over the coming weeks.

Why are we making this change?

Professional drivers frequently deal with disputed roadside incidents and third-party claims. 84% of fleets implement safety technology specifically to protect drivers against disputed claims, with 53% using video to help resolve incidents within the first year alone. This technology acts as an objective digital witness, providing clear visual context to help resolve incidents quickly and support drivers when they are not at fault.

What you need to know about privacy & data:

- **Protection, Not Surveillance**

Cameras capture safety-critical events—they are not live-streamed.

- **Clear Data Rules**

Your data and footage are protected under strict privacy guidelines and accessible only by designated transport managers.

- **Off-Duty Privacy**

Cameras automatically enter privacy mode during official rest breaks and off-duty hours.

- **Direct App Access**

You will have direct access to view your own performance metrics and scorecards via the driver app.

- **Soft Launch**

For the first 30 days post-installation, data will be used to calibrate system settings, establish performance baselines, and help drivers adjust to the new technology.

Installations will begin shortly and will take place during routine maintenance windows at the depot. We will host a brief walkaround demonstration before hardware goes live to show you the equipment and answer any questions.

If you have any questions before installation begins, please reach out to your Depot Lead or drop into the office. Thank you for your continued dedication to fleet safety!

Regards,

Transport Management Team

Sample Resource 2: Driver Privacy & Telematics FAQ Sheet

(Reference Sample — Open Resource 2 - Driver Privacy FAQ Sheet.docx to customise)

FAQ: Telematics & In-Cab Privacy

Q1. How does this help me as a professional driver?

Video evidence provides clear, objective footage of incidents. If a third party cuts you off or makes an unsubstantiated claim against your vehicle, camera footage helps show exactly what happened to support your version of events.

Q2. Is someone watching a live video feed of me while I drive?

No. The system does not stream live video to managers back at the depot. Cameras operate on an event-triggered basis—recording short video clips only when a safety event occurs (such as sudden harsh braking, swerving, or an impact) or when enhanced privacy mode parameters are met.

Q3. Does the system record audio inside the cab?

In-cab audio is turned off by default, ensuring your personal conversations inside the cab are not recorded.

Q4. Where is the camera mounted, and will it block my view?

The camera has a compact profile and is mounted high on the windscreen near the rearview mirror. It is fully compliant with official visibility standards and will not obstruct your field of view while driving.

Q5. Can I manually capture video if an incident occurs nearby?

Yes. There is a small button on the camera unit that allows you to trigger a manual recording. If you witness a dangerous third-party driver, a near-miss, or a road incident, pressing this button manually saves the footage for review if needed.

Q6. Who has access to my driving video and performance data?

All data and video are stored securely in encrypted environments meeting high security standards. Access is strictly restricted to you and your designated line manager/transport lead. Footage is never shared publicly.

Q7. What happens during my rest breaks or off-duty hours?

The cameras operate only when the vehicle ignition is on or during active driving events. During official rest breaks, off-duty periods, or sleeper berth downtime, the system enters privacy mode.

Q8. Can I see my own driving scorecards and data?

Yes. You have direct visibility through the driver scorecard app. You can review your daily driving metrics, safety insights, and trends privately in real time.

Q9. Will I be penalized for driving events during the first month?

The soft launch focuses on baseline calibration and familiarization. Scorecard data during this period is used for system tuning and support rather than routine performance management.