

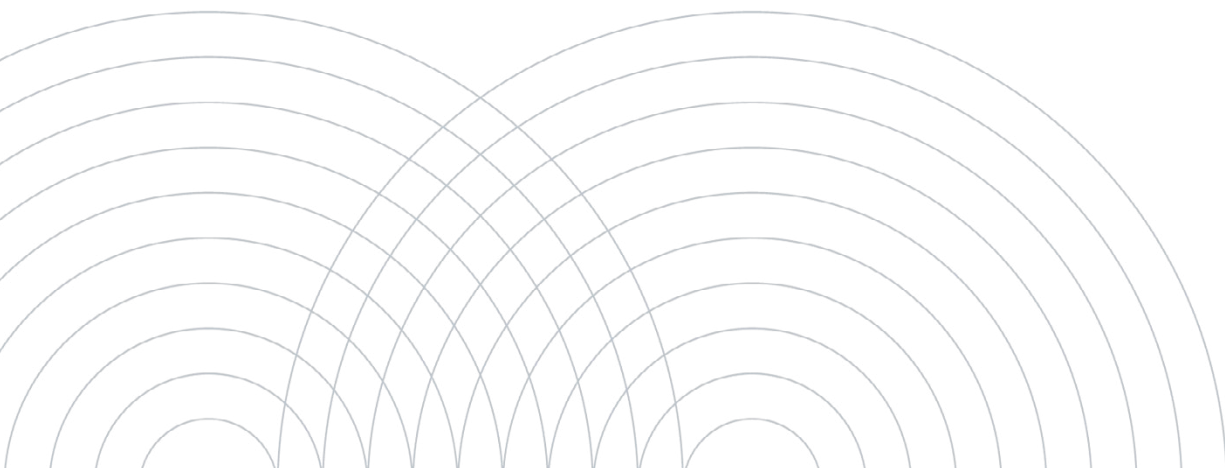
How to Roll Out a Successful Fleet Safety Program

with Samsara AI Dash Cams

Introduction

Rolling out dash cams to your fleet for the first time can be daunting. From installation to training, coaching, rewards, and beyond, there are a lot of factors to consider. But with the right change management plan, you can put your fleet on the road to a safer future.

We've distilled industry best practices and learnings from our most successful customers into a four-step playbook that you can follow or adapt to your needs. Whether you're already a Samsara customer or are learning about Samsara for the first time, keep reading to see how we can help you launch a successful fleet safety program.



About Samsara

Samsara offers an advanced video-based safety solution that combines internet-connected AI dash cams and cloud-based software to help fleets of all sizes reduce accidents, prevent false claims, and lower costs. By providing visibility into vehicle locations, near-misses, and driver behavior, Samsara lets fleets take action on their data to improve safety.



Samsara CM32 Dual-Facing AI Dash Cam

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HOW LONG DOES EACH PHASE TAKE?

How long each phase takes will depend on the size of your fleet, complexity of your organization, and details of your deployment—including whether you plan to use a third-party hardware installer, have unionized locations that require a 60-day change notice, or are replacing existing hardware rather than installing a safety solution for the first time. Also, stages can sometimes overlap, depending on your approach and the structure of your organization. Every business is different. Keep these things in mind when you are building out your timeline.



01

Program Design

IN THIS PHASE

- Define your goals
- Design an implementation plan

Define your goals

Although writing down your goals may seem like an unnecessary formality, it's widely accepted as a best practice for change management. In fact, a recent study found that people who wrote down their goals, shared them with others, and sent weekly updates were 33% more successful at accomplishing them.¹

Identify problem areas

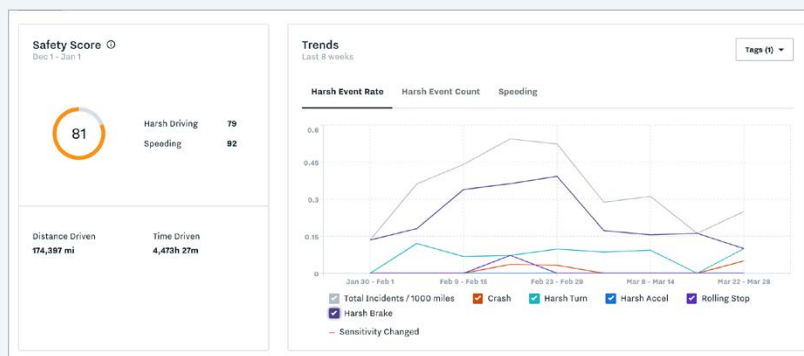
Most fleets create a safety program because they have a specific problem or pain point they're eager to address. Begin by evaluating problem areas, such as risky driving behaviors you want to minimize and costs you want to reduce. If you're not sure where to start, review all of the safety-related incidents your fleet has experienced in the last six months—including any crashes, claim payouts, or behavioral issues like distracted driving or speeding—to see if you can identify patterns.

PRO TIP



Use the Safety Report to identify trends

Did you complete a trial or pilot with Samsara? Use the data you collected during that time to help you identify problem areas and set goals for your full rollout. Navigate to the [Safety > Report](#) on your dashboard to see safety trends related to harsh braking, speeding, and more.



¹ <https://www.dominican.edu/dominicannews/study-highlights-strategies-for-achieving-goals>

Write down 2-3 specific safety goals

Once you've identified a few problem areas and behaviors you want to target, write down 2-3 goals specific to safety. For example, if your insurance premiums have increased, you may want to create a goal of reducing at-fault collisions. Some common goals of fleet safety programs include:

- Reducing at-fault collisions
- Reducing specific high-risk driver behavior, like distracted driving or speeding
- Minimizing auto claims and property damage
- Lowering insurance premiums and risk
- Eliminating not-at-fault claims
- Improving your CSA scores
- Increasing driver retention
- Remaining competitive and winning new business

Pinpoint risky driving behaviors to target

After creating your goals, identify which behaviors you'll need to target in order to achieve those goals. For example, if one of your goals is to reduce your at-fault accident rate, you may want to target speeding and stop sign violations—two common causes of accidents. Pinpointing a few behaviors you want to target at this stage will help you focus your coaching efforts later on, when you begin collecting data and coaching drivers.

BEHAVIORS TO CONSIDER TARGETING

- Speeding
- Harsh driving (including harsh braking, turning, and acceleration)
- Stop sign violations
- Distracted driving
- Seatbelt use



PRO TIP

How do you determine a “good” goal?

Whether you aim for a 5% improvement or 50% improvement will depend upon the difficulty of changing the specific behavior or trend you want to change, as well as how long you wait to see results. Our team can help you set goals that make sense. For reference, here are some safety-specific goals that our customers have set (and achieved) with Samsara:

- Simco Logistics reduced safety-related events by 50% over six months.²
- Dohrn Transfer Company decreased driver turnover by 10% over one year.³
- Windy City Limousine improved their CSA scores by 50-75% over one year.⁴

². <https://www.samsara.com/customers/simco-logistics>

³. <https://www.samsara.com/customers/dohrn-transfer-company>

⁴. <https://www.samsara.com/customers/windy-city-limousine>

Design an implementation plan

Creating a timeline with key milestones will help you organize your efforts, align stakeholders, and ensure an efficient and successful deployment.

Align internal stakeholders

Before diving into implementation, start by identifying your core working team. If you have a small team, this may just be you. For larger fleets, sometimes five to six people are needed to successfully launch your program. Because so many people care about safety, this list can be long; it may include a Project Sponsor, Technical Lead, Training Lead, Project Manager, and Safety Lead. If you're replacing your ELD system in addition to rolling out dash cams, your stakeholders may even include team members from different departments, like maintenance or compliance.

If possible, set up a weekly meeting with your core working team to track progress and ensure accountability with documented notes. Consider making attendance mandatory for key stakeholders (like safety and technical leads) and optional for others—even if they don't always attend, it will still pay off to provide transparency and visibility in the end.

If you have a large company or are not on the executive leadership team, it may also be helpful to identify an executive sponsor who can help evangelize the value of the program. The change management consultancy firm Prosci has found that “active and visible” executive sponsorship consistently ranks as the number one contributing factor to successful change initiatives.⁵

TIPS FOR ALIGNING STAKEHOLDERS

- Identify a core working team of 5-6 people
- Set up weekly progress check-ins
- Agree on the goals of your program upfront
- Identify an executive sponsor

Determine needs from partners

Decide if third party installers are needed to deploy Samsara to your fleet. Although Samsara's hardware can be installed in minutes, coordinating installation across a fleet with dozens or hundreds of vehicles and multiple terminals can sometimes require logistical help. We partner with reliable installers and hardware management partners who understand our hardware. For more information or help getting in touch with an installation partner, reach out to our team.

⁵ <https://www.prosci.com/resources/articles/importance-and-role-of-executive-sponsor>

Create a timeline with key milestones

Once you've aligned internal stakeholders and determined needs from partners, you'll want to create an implementation timeline that includes key milestones—from program design to go-live. Keep in mind that the time it takes to complete each step can vary depending on the size and complexity of your fleet. Your timeline should be custom to you, but here is an example that can help give you a general idea of what this entails:

Sample high-level implementation timeline

Kickoff workshop	Hold a program design workshop with all internal stakeholders. Define your goals and build an implementation timeline that includes key milestones and deadlines.
Begin installation	Hardware is shipped and installed (sometimes in batches), either via in-house technicians or a third-party installation partner.
Configure dashboard	After installation begins, our team can help you configure your dashboard. This includes bulk-uploading data, creating custom admin roles, adding tags, setting up alerts, and more.
App & dashboard training	Once your dashboard is configured, training begins. Our team employs a “train the trainer” approach; we train your core team first, so they are empowered with the information they need to train their departments and drivers in the field. This helps instill accountability and maximize long-term adoption.
Complete installation	If you have an existing system installed, determine whether a soft cutover (running systems in parallel) or hard cutover (running one system at a time) is the best approach based on your needs. Our team is available to help you evaluate your needs.
Go live	Once installation, configuration, and training are complete, your program is officially launched. With frequent product training webinars and 24/7 support, you will continue to have support from the Samsara team.



02

Installation and configuration

IN THIS PHASE

- Install your hardware
- Configure your dashboard
- Case study: When to turn on voice coaching

Install your hardware

Once your team is aligned on an implementation plan, you can begin installing your hardware—which may include Samsara dash cams (CMs), Vehicle Gateways (VGs), and additional accessories. Below are a few tips for smooth installation. You can find additional information about installation and activation on our [knowledge base](#).

Complete your installation plan

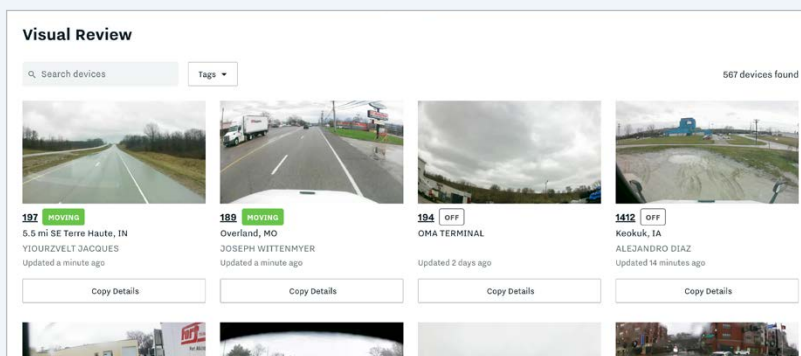
Reference the implementation timeline you created to complete the installation process. If in-house technicians will be installing your hardware, make sure to check out our step-by-step installation guides, available at samsara.com/docs.

PRO TIP



Use the Visual Review and Camera Health reports to remotely check dash cam status

Want to check whether your dash cams are aligned correctly and not intentionally obstructed by drivers? On your dashboard, click on [Visual Review](#) to see the most recent still image captured from all of your installed dash cams at a glance. You can also use the [Camera Health Report](#) to proactively identify dash cams that have been disconnected or need attention. We make it easy to address and fix devices. You can reach out to support to troubleshoot, and we will replace units that are malfunctioning.



Activate your hardware

Once your hardware is installed, it's easy to activate via your Samsara dashboard. If you're a new customer, you will receive an email with instructions on how to activate your new devices. All you have to do is visit www.samsara.com/activate, create an account, and follow the instructions online. Once logged in, your devices will automatically activate. If you're an existing customer, you can activate a new device by clicking on your profile icon, then **Activate Devices**, then entering using the serial number located on the back of the device.

PRO TIP



Update vehicle names

By default, Samsara will use the serial number of each Vehicle Gateway as the name of the vehicle. However, you can change the name of any vehicle within your settings. Renaming is helpful for quickly telling vehicles apart. Plus, renaming your vehicles now will make tagging easier in the future, so you can further segment the data in your dashboard. Click on **Settings**, navigate to **Gateways**, and then click on the three dots next to any vehicle and click on **Settings** to change its name. Learn more about [naming a Vehicle Gateway on our knowledge base](#).

Configure your dashboard

While installing and activating your hardware, you can begin to configure your dashboard. Below, we've included a few of the most important steps.

Create admin roles

Make sure your core safety team and managers have access to your Samsara dashboard by inviting them via the [Admins](#) page. You will be prompted to choose a [Role](#) for each new admin. By default, Samsara offers a variety of roles with different levels of access and permissions—including roles with and without access to dash cam footage for privacy and security purposes.

PRO TIP



Customize your admin roles

In addition to the default admin roles, you can create custom admin roles with unique levels of access to better fit the privacy and security needs of your fleet. For example, you can control which admins can view and download incident footage. Learn more about [creating custom roles and permissions on our knowledge base](#).

Safety Supervisor

Indicate which permissions this role can access.

Essentials
Basic Permissions

☒ View ☒ Edit

▼

Routes
Create and manage routes

☐ View ☐ Edit

▼

Maintenance
Inspection reports and defects

☒ View ☐ Edit

▼

Safety
View camera assets, manage safety events

☒ View ☒ Edit

▲

Inbox & Report

Cancel

Save

Add drivers

Navigate to [Settings > Drivers](#) to create your drivers' logins and enter the necessary DOT information. In the upper right corner, click on the [Add a driver](#) button. Then, you can enter the driver's name, phone number, driver's license information, and create their username and password for the Driver App.

Set up safety-specific alerts

Create a new alert by navigating to [Alerts](#) and then clicking [Configure](#). You can set up SMS or email alerts for safety-related events—such as crashes, harsh braking, rolling stops, or speeding. In addition, you can also set up an alert to notify you if a dash cam has been disconnected, so you know if there's an issue (like tampering) or if it's no longer recording footage. When you set up a new alert, you'll have the option to choose who you want to receive it and how (via text or email). You can set up multiple recipients for one alert.

PRO TIP



Activate new ADAS features

Samsara AI dash cams now offer cutting-edge ADAS (advanced driver assistance) features that you can toggle on in your dashboard:

- **Forward collision warning:** Samsara proactively warns drivers when they are nearing a rear-end collision, so they can slow down to avoid a crash.
- **Unsafe following distance:** Samsara alerts drivers when they are following other vehicles too closely or “tailgating” at speeds greater than 45 MPH.
- **Distracted driving detection:** Samsara reminds drivers to stay focused on the road when they become distracted.

Toggle on any or all of these features in your dashboard under [Settings > Cameras & Safety](#).

Customize safety-specific settings

Here are a few of the safety-specific settings you can customize by navigating to [Settings > Cameras & Safety](#):

- **Harsh event sensitivity:** You'll automatically receive recommended harsh event settings based on your vehicle type (using engine diagnostic data), but you can further adjust the sensitivity for specific harsh event and vehicle types. For example, you can increase the sensitivity so that you get more events or you can stop capturing certain harsh event types altogether.
- **Safety score calculation:** Customize the way that Samsara calculates driver safety scores by setting specific penalties for different categories of harsh events, including harsh braking and acceleration, speeding, rolling stops, and distracted driving.
- **Speed threshold for rolling stop detection:** Using Samsara's AI Rolling Stop Detection feature, CM31 and CM32 dash cams can determine when a driver does not come to a complete stop at a stop sign and add these events to your Safety Inbox. In your settings, you can change the speed (MPH) sensitivity for rolling stops.

Toggle on features in stages

Because Samsara AI dash cams have features you can toggle off and on—like in-cab voice coaching—it can be tempting to turn on every feature at once. This can be overwhelming for drivers, causing them to become frustrated with the dash cams before they've had the chance to see their benefits. For the first one to two weeks, keep all optional features toggled off. Introducing optional features in stages can result in higher long-term ROI.

CASE STUDY: NATIONALLY RECOGNIZED MEAT DISTRIBUTOR

When to turn on voice coaching



Immediately after installing Samsara dash cams, one of our customers (a nationally recognized meat distributor) turned on every feature—including voice coaching, which allows the dash cams to play in-cab messages for harsh events, speeding, and unbuckled seat belts.

“What we saw was that the camera would immediately start talking to the driver if he had a harsh event,” said the organization’s Senior Director of Transportation and Logistics. “Those interactions were happening all of a sudden, and it kind of confused the drivers for a couple of days.”

Once they were about 50% of the way through the rollout, they turned off voice coaching and went back to the basics—focusing on getting drivers familiar with the dash cams and Driver App.

“Once everything was operating smoothly, the drivers were learning to use the interface of the Driver App, and they were able to do their logs correctly, then we turned our emphasis back to the camera,” he said. “We learned to stage it over time.”

Turning on voice coaching later had a much larger, more positive effect—showing that once drivers are accustomed to the technology, they are more likely to benefit from the real-time feedback that in-cab voice coaching provides. “We saw a 10-fold drop in harsh events as compared to the first time we turned it on.”

KEY TAKEAWAYS

- When you first install your dash cams, keep optional features like voice coaching turned off.
- Once drivers are comfortable with having a dash cam in their cab, turn on voice coaching to maximize impact.



03

Training and communication

IN THIS PHASE

- Train your core team, managers, and drivers
- Get driver buy-in on dash cams
- Case study: Getting driver buy-in on dash cams
- Start coaching drivers
- Case study: Coaching drivers with Samsara

Train your core team, managers, and drivers

The key to training your team efficiently and successfully is to do it in phases. At Samsara, we use a “train the trainer” approach; by empowering your core team and managers first, they can then train your field staff and drivers.

Empower your core team and managers first

Before diving into driver training, train your core team and managers first, since they will ultimately be your drivers' main points of contact. If your safety managers are headquartered in different locations, consider bringing them together for an in-person training session to learn how to use Samsara. Our team can help by providing virtual trainings.

If you previously completed a trial of Samsara, build your training session around the workflows you found most effective during your trial period—like assigning safety-related events to specific managers for review. The goal of training is to evangelize the workflows that work best for your team.

On the next page, we've included a helpful checklist of basics to cover when training your core safety team.

PRO TIP



“Waterfall” or “train the trainer” approach

If you have a large safety team, consider taking a “waterfall” or “train the trainer” approach to this first phase of training. Instead of training your core team and managers at the same time, train your core team first, then have them train your managers. This approach is particularly effective if you previously completed a trial of Samsara and have people on your core team who already know how to use the dashboard and have established consistent workflows that work for your team. Taking a “train the trainer” approach doesn't just help with efficiency at scale—it can also foster a greater sense of ownership across your team, since managers may feel more brought into the process.



Training checklist for your core safety team

REVIEW EVENTS AND COACH DRIVERS

Safety Inbox and Safety Report

- ☐ Assign events to safety managers
- ☐ Review auto-uploaded event footage
- ☐ Update review status
- ☐ Add manual event labels
- ☐ Coach drivers using coaching scripts
- ☐ View driver safety scores

MANAGE ALERTS AND VEHICLE SAFETY

Alerts

- ☐ Speed
- ☐ Unsafe DVIR
- ☐ Dash cam disconnected
- ☐ Harsh event

Maintenance

- ☐ Review and resolve unsafe DVIRs

INVESTIGATE COLLISIONS AND FALSE CLAIMS

Safety Inbox

- ☐ Filter by date
- ☐ Star events
- ☐ Download footage

Video Retrieval

- ☐ Retrieve footage by date and time

Proximity Search

- ☐ Prove/disprove proximity to a location-based complaint

MEASURE RESULTS

Safety Report

- ☐ Analyze trend graphs
- ☐ Download raw data

Coaching Effectiveness Report

- ☐ Identify repeated behaviors
- ☐ Filter by safety manager

Have managers train your field staff and drivers

Once you've trained your managers (via the "waterfall" or "train the trainer" approach, if you have a large team), they can then train your field staff and drivers. Have your managers deliver the same trainings they received to your drivers—emphasizing how to use the Driver App and how the dash cams installed in their cab will work.

Provide additional training resources

In addition to virtual trainings, you may want to send your team followup materials that they can reference on their own time as they begin to explore Samsara. Below are a few of our favorite training resources.

HELPFUL TRAINING RESOURCES

- **Knowledge base:** Our online knowledge base is a great resource for helping your team get up-to-speed on Samsara. The [safety section of our knowledge base](#) includes detailed how-to articles on everything from coaching drivers to retrieving footage.
- **Training webinars:** Samsara offers live, online product training webinars that go over the best ways to use Samsara and often cover safety-related topics. Sign up for our monthly newsletter at samsara.com/content/newsletter-signup to hear about upcoming webinars.

Encourage consistent use and feedback

The best way for your team to get familiar with Samsara is to start using it. Sometimes, safety managers are wary of diving in because they aren't sure what to click on and are worried about accidentally deleting something. Encourage them to explore the dashboard, and assure them that the platform will display a warning message before anything is deleted. Actively solicit feedback and encourage users to reach out to our team for support.



PRO TIP

See the latest features with What's New

Stay up-to-date with the latest features, improvements, and bug fixes from Samsara—right within your dashboard. When logged in, just click on your profile icon, then select [What's New](#) to scroll through recent posts about new features. Our monthly Product Roundup newsletter will also recap new features.

Get driver buy-in on dash cams

Drivers are often skeptical about having a dash cam in their cab. This is completely normal, but you can get their buy-in with a thoughtful, understanding approach that highlights that the dash cams are there to protect them, too.

Communicate transparently and dispel myths

Before installing your hardware and launching your coaching program, make sure to take the time to introduce Samsara dash cams thoughtfully to your drivers. This can be done in a variety of ways and will likely depend on your company culture and norms, but many of our customers have found that holding a company-wide meeting with a Q&A at the end is a great way to get everybody on the same page. Having a senior executive make an announcement or share an educational video can also help drivers see the importance of Samsara.

To help you prepare for what drivers may ask, here are a few of our most frequently asked questions and recommended responses:

- **How do dash cams help drivers?** Video evidence is the best way to clear innocent drivers when they are blamed in not-at-fault accidents. Inward-facing cameras can prove that the driver was focused and not distracted.
- **When is footage uploaded to the cloud?** 10 seconds of footage is automatically uploaded to the Samsara dashboard when an incident is detected. Incidents include crashes, harsh driving events, and rolling stops.
- **Who can access the footage?** Only authorized users can view, request, or download footage. Footage can be downloaded and shared with external stakeholders, like police and insurance, at the company's discretion.
- **Can anyone watch the dash cam footage live?** No. Video cannot be streamed live. Incident footage is uploaded once the event ends, and non-incident footage can be retroactively requested in short intervals. For CM32s, the previous 40 hours of driving time are accessible for retrieval, and for CM31s, the past 24 hours of driving time are accessible.

SUCCESSFUL DASH CAM CHANGE MANAGEMENT

70%

of employees say they're most engaged when senior leadership communicates openly about changes.⁶

93%

of customers report that dash cams have not negatively impacted driver retention.⁷

6. https://hbr.org/resources/pdfs/comm/achievers/hbr_achievers_report_sep13.pdf

7. <https://www.samsara.com/blog/safety-survey-results>

- **Does it record conversations?** Not by default. If audio capture is activated, Samsara confirms that admins have notified all drivers and affected staff. Ask your admin if audio capture is turned on for your fleet.

In addition to providing an overview of Samsara and answering questions, also consider sharing the reasons why you decided to install dash cams and what you hope to achieve from your safety program. [70% of employees](#) say they're most engaged when senior leadership communicates openly about changes.⁸

Provide collateral with more information

Drivers may have additional questions about Samsara that they don't feel comfortable asking. That's why we've created a variety of printable collateral that can be handed out during meetings or posted around your office or terminals. Below are a few pieces of collateral that our customers have found helpful for socializing Samsara before deployment. Your Samsara point of contact can provide links to these documents.



PRO TIP

Collateral you can use

Samsara has educational collateral available for you to print and provide to drivers, including a dash cam overview one-pager and dash cam FAQ for drivers. Your Samsara point of contact can provide links to these documents.



8. https://hbr.org/resources/pdfs/comm/achievers/hbr_achievers_report_sep13.pdf



9 tips for getting driver buy-in on dash cams

01. Build trust through transparency

70% of employees say they're most engaged when leadership communicates openly about changes.⁹ Hold a Q&A session with drivers so they can ask questions and raise concerns. Explain your safety goals so drivers understand where the change is coming from.

02. Explain how the technology works

Dash cams are not meant to be a surveillance device. Explain that footage will only be uploaded when a safety-related event—like harsh braking or a crash—is detected, and assure drivers that only certain administrators will have access to footage.

03. Lead by example and find a champion

Show drivers you're not afraid of the technology by installing a dash cam in your own vehicle. Then, ask one or two drivers to test the dash cams out, too. Once they see how helpful they can be, ask them to share their experiences with other drivers.

04. Showcase real exoneration footage

Successfully exonerating drivers is the most powerful way to get skeptical drivers supportive of dash cams. If you have an example of a near miss or not-at-fault collision that was captured by a dash cam, share the footage with all of your drivers.

05. Be transparent about corrective actions

Explain what will trigger a warning versus probation or termination, and define zero exception behavior. Come to an agreement with drivers before deploying your hardware, so there are no surprises. Unbiased enforcement is always important but particularly critical if your drivers are part of a union.

06. Offer incentives and rewards

After establishing consistent coaching workflows and turning on gamification in the Driver App, consider introducing a safety-based rewards program. Rewards like bonuses, gift cards, or company swag help drivers feel like they're benefitting from the dash cams, too.

07. Celebrate footage of defensive driving

If dash cams are only associated with negative events, drivers will learn to dislike them. Send a monthly email that highlights positive dash cam footage, like a driver braking to avoid a collision after being cut off. This can help create a sense of community and positivity.

08. Toggle on features in stages

It can be tempting to turn on every optional feature (like in-cab voice coaching) at once. This can be overwhelming for drivers. For the first one to two weeks, keep all optional features toggled off, then introduce them in stages.

09. Consider camera covers

Consider offering removable camera covers. Camera covers can make drivers feel more comfortable—especially those who use a sleeper berth. Plus, it may minimize the chance that a driver damages your hardware by cutting the cord or putting tape over it.

⁹ https://hbr.org/resources/pdfs/comm/achievers/hbr_achievers_report_sep13.pdf

CASE STUDY: PROTECTED CARGO TRANSPORT

Getting driver buy-in on dash cams



Protected Cargo Transport is a family-owned freight company headquartered in Louisiana. In 2018, they installed Samsara dual-facing dash cams across their fleet.

One of their drivers, Shane Ford, has been a commercial driver for more than 15 years. At first, Ford said he was hesitant about having a dash cam in his cab—but now he sees it as a positive.

“It’s there, just part of the truck,” said Ford. “It’s there for my safety and everybody else’s safety, too.”

Safety Director Ricky Gaspard said they were able to shift driver perspective by transparently communicating their rollout plan and the benefits of dash cams—especially exoneration. This perspective has been reinforced over time, as drivers saw real-world examples of dash cams disproving false claims.

“At first they were all against it, but in the first three months we had three accidents where we were completely exonerated,” said Gaspard. “Drivers feel protected knowing that if something were to ever happen, they can be exonerated.”

KEY TAKEAWAYS

- Transparently communicate your deployment timeline before installing any hardware.
- Proactively talk about the benefits for drivers, particularly exoneration from not-at-fault accidents.
- Share footage of real-world examples where a dash cam exonerated one of your own drivers.

Start coaching drivers

Once your hardware is fully deployed, your dashboard is configured, and your team is trained, you can begin establishing day-to-day workflows for reviewing events and coaching drivers.

Review relevant events

The Samsara Safety Inbox was built to help streamline incident review, and it's a great place to start when thinking about how to use Samsara for driver coaching.

You can access the Safety Inbox by clicking on **Safety** in your dashboard. Once there, you'll be able to see all of the safety-related events that Samsara has detected. You can filter by type (like harsh brake or harsh turn) and click on any event to see auto-uploaded dash cam footage as well as an incident graph, location data, and other detailed information.

Our most successful customers create a regular routine of reviewing the Safety Inbox and flagging incidents that need coaching. You can also assign incidents to specific safety managers for review, making it easy to divide coaching responsibility and improve accountability.

WHY IS DATA-DRIVEN COACHING IMPORTANT?

87%

of commercial vehicle crashes are due to driver error.¹⁰

52%

reduction in safety-related events when driver coaching is used in combination with telematics and dash cams.¹⁰

Safety Inbox More Actions ▾					
Inbox Resolved Dismissed Starred					
<input type="text" value="Search events"/> <input type="button" value="Tags"/> <input type="button" value="Event Type"/> <input type="button" value="Safety Manager"/>					
444 events from Aug 1, 2019 12:00 AM - Aug 21, 2019 3:55 PM					
TIME ▾	DRIVER	VEHICLE	EVENT TYPE	STATUS	SAFETY MANAGER
☆ Aug 15, 2019 5:03 PM	Walt	217322	● HARSH ACCEL	NEEDS REVIEW	Unassigned
★ Aug 15, 2019 3:33 PM	Joe	217322	● CRASH	NEEDS COACHING	Unassigned
☆ Aug 15, 2019 12:56 PM	Bob	110067	● ROLLING STOP	NEEDS REVIEW	Unassigned
☆ Aug 15, 2019 12:23 PM	Jane	110068	● HARSH BRAKE	DISMISSED	Unassigned
☆ Aug 15, 2019 11:49 AM	Bob	110067	● HARSH BRAKE ● DISTRACTED	NEEDS COACHING	Unassigned

¹⁰. <https://s3-us-west-2.amazonaws.com/corpweb-static/pdf/20190218+Samsara+Safety+Bank/NSTSCe+-+Guidance+Document+-+Effective+Use+of+Onboard+Safety+Monitoring+Technologies.pdf>

Build consistent coaching workflows

Once your team feels comfortable navigating the Safety Inbox, you can start to establish consistent driver coaching workflows using Samsara data, dash cam footage, and coaching scripts to maximize your impact. Your specific coaching guidelines will likely depend on your company culture and norms. [Flip to page 27](#) to learn about eight best practices for coaching drivers with Samsara.

Track your results

Samsara makes it easy to measure the impact of your coaching efforts with the Safety Report. The Safety Report tracks safety trends and improvements over time, including safety event rate, safety event count, and speeding. At a glance, you can see whether key safety metrics have improved or worsened over the last day, week, month, or custom time period. You can access the Safety Report via your dashboard by clicking [Safety > Safety Report](#).

PRO TIP



Exonerate drivers from not-at-fault incidents with dash cam footage

One of the biggest financial benefits of having dash cams is the ability to exonerate innocent drivers from blame. Exoneration can also help foster driver buy-in on dash cams. There are two main ways that Samsara makes exoneration easy:

Auto-uploaded event footage: When an incident is detected, Samsara dash cams auto-upload footage to the cloud within minutes, making it easy to exonerate innocent drivers on the spot, bypass lengthy claims processes, and eliminate unnecessary payouts.

Video retrieval based on time or location: If one of your drivers is accused of causing an accident but no safety event was detected, you can use the Video Retrieval and Proximity Search tools to prove that your driver was not at fault.

Over 50% of dash cam customers have used Samsara footage to exonerate drivers in the past year, saving **\$5,000 to \$25,000** from exoneration on average, with some customers saving **over \$100,000** a year.



7 tips for effective driver coaching

01. Set up alerts for critical events

There are hundreds of different behaviors you could monitor, from tailgating to stop sign violations and harsh turning. Setting up alerts for a few specific behaviors you want to target—like speeding and harsh braking, for example—will help your back office focus on what matters most. Create a new alert by clicking on the bell icon in the upper right corner of your dashboard, then clicking [Configure](#).

02. Give immediate feedback with in-cab voice coaching

Feedback is most effective when it's delivered in a timely manner. Samsara dash cams can play in-cab messages for safety-related events, speeding, and unbuckled seat belts (for newer models where data is available). To enable this feature, navigate to [Settings > Safety](#) and toggle on [Voice Coaching](#).

03. Familiarize drivers with coaches

No matter how you structure your safety team—whether you have just one safety manager or multiple coaches per terminal—make sure coaches introduce themselves to drivers before they start reviewing safety-related events. Even a virtual introduction can go a long way in fostering a friendly, collaborative relationship.

04. Determine different levels of response

Some safety-related events are more serious than others. For example, an in-cab audio message might be enough to address a harsh braking event, but cell phone use might warrant a more serious response, like an in-person meeting or additional training. Make sure to be transparent about your coaching process and any potential repercussions.

05. Set regular driver coaching sessions

This is particularly important if you have a large fleet and limited coaching bandwidth. Maximize your impact by proactively coaching drivers in group sessions and reserving 1:1 coaching sessions for drivers who dip below a predetermined driver safety score threshold (we recommend setting a cutoff at 90 if you're using our standard safety scores).

06. Be consistent with corrective actions

Consistency is key to long-term success, especially if your drivers are part of a union. Document coaching best practices and give your coaches standardized scripts for responding to different types of safety-related events, so that coaching isn't biased.

07. Don't forget to recognize when drivers do everything right

The beauty of pairing a telematics system with dash cams is that you get complete visibility into on-the-road events—but not all safety-related events should be reprimanded. For example, a driver may brake abruptly to avoid a collision that's not their fault. Make sure to recognize and reward the moments when your drivers respond appropriately.

CASE STUDY: SIMCO LOGISTICS

Coaching drivers with Samsara



Simco Logistics is one of the largest ice cream distributors in the Mid-Atlantic. They deployed Samsara dual-facing dash cams across their entire fleet with the goal of modernizing their safety program and better measuring the impact of their safety initiatives.

“My favorite feature in the Samsara dashboard is the Safety Inbox,” said Vice President Alan Drazen. “It has been a game changer.”

Every day, Drazen logs into Samsara and reviews his Safety Inbox to star harsh driving events that he wants to coach drivers on. He said the program is effective because drivers know that events will be reviewed and that they’ll receive regular feedback.

“When you interact with drivers and coach them right away, it makes a big difference,” said Drazen. “Now our drivers aren’t having as many harsh events. We are seeing a big improvement.”

Drazen also holds quarterly coaching sessions with his entire driving team. During those sessions, Drazen replays important driving footage to demonstrate lessons about risky behavior like following too closely and distracted driving. By sharing real footage, as opposed to purchased safety training videos with actors, he said the sessions are more effective and eye-opening.

With the help of Samsara, Simco has streamlined coaching by prioritizing review of the most high-risk events and by proactively coaching in group sessions. In just one year, Drazen has seen a 75% reduction in harsh driving events, down from 20 to 30 harsh events in his Safety Inbox daily to fewer than five events per day. As a result, they have been able to achieve a 50% decrease in accidents and a 60% decrease in accident-related costs.

KEY TAKEAWAYS

- Star events in the Safety Inbox to prioritize review of the most high-risk behaviors, like distracted driving.
- Proactively coach all drivers in quarterly group sessions, reserving 1:1 coaching for drivers who demonstrate high-risk behavior.
- Use real dash cam footage during group coaching sessions rather than purchasing safety training videos.



04

Program building and refinement

IN THIS PHASE

- Launch a safety-based rewards program
- Establish plans for ongoing training and communication
- Measure success and ROI
- Case study: Launching a rewards program based on driver safety scores

Launch a safety-based rewards program

One of the best ways to maximize the impact of your fleet safety program is to introduce rewards. Rewards are a great way to incentivize safe driving, share the benefits of a safer fleet with your drivers, and improve driver retention. Although you can introduce a rewards program at any time, the earlier the better; rewards are extremely helpful for getting driver buy-in.

WHY INVEST IN SAFETY-BASED REWARDS?

79%

of employees say they work harder when they feel recognized.¹¹

48%

fewer safety incidents occur at companies with more engaged employees.¹²

83%

of employees say that rewards make them feel more engaged with their job.¹¹

Establish clear expectations

Drivers should know exactly how they're being evaluated and where they stand compared to their peers. You can use Samsara driver safety scores—which are automatically calculated based on a combination of different safety behavior metrics—as the foundation of your rewards program to maximize transparency and eliminate any concerns about fairness. Ensure drivers know exactly how their score is calculated (explained on our [knowledge base](#)) so they understand how to improve, giving them ownership over their own performance.



PRO TIP

Customize the way that safety scores are calculated

You can customize the way that Samsara calculates driver safety scores by setting specific penalties for different categories of harsh events, including harsh braking and acceleration, speeding, rolling stops, and distracted driving. Navigate to [Settings > Cameras & Safety](#) to customize how your driver safety scores are calculated.

11. <https://go.globoforce.com/rs/862-JIQ-698/images/ROIofRecognition.pdf>

12. <https://www.gallup.com/workplace/236927/employee-engagement-drives-growth.aspx>

Create friendly competition by gamifying safety scores

Countless studies have shown that when an activity is more fun, people are more likely to do it. For example, when taking the stairs becomes a game, 66% more people choose to take the stairs rather than an escalator.¹³ This is called “gamification”—and it plays into human psychology in a way that’s extremely effective. Consider turning on gamification within the Samsara Driver App and leveraging the leaderboard that ranks drivers by safety score. This makes it easy to see top performers, encourage friendly competition, and motivate drivers to improve their ranking.

PRO TIP



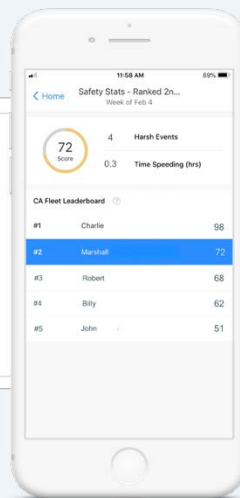
Turn on gamification in the Driver App

Admins can enable gamification in the Samsara Driver App by navigating to [Settings > Cameras & Safety](#) and toggling on [Driver Gamification](#). Once enabled, gamification will allow drivers to see how their safety score compares to the scores of other drivers.



Driver Gamification

Enabling this will turn on the feature for all drivers using the mobile app. Drivers can be configured into peer groups within the [Drivers Page](#). Unconfigured drivers will be grouped on an organization level.



¹³. https://latimesblogs.latimes.com/money_co/2009/10/volkswagen-brings-the-fun-giant-piano-stairs-and-other-fun-theory-marketing.html

Choose great rewards

To maximize engagement, the rewards you choose should be attractive and relevant. Make sure you customize the incentives to fit your company culture. Remember that each prevented accident represents thousands of dollars in saved costs, so allow drivers to share in some of those savings by rewarding top performers with monetary gifts, special privileges, or other prizes. Depending on your culture, consider announcing the winner during team meetings, creating a safe driver “wall of honor” in the break room, or even sending a congratulations email company-wide.

REWARDS THAT WORK



Gift card



Poster or sign in
the break room



Engraving on a
Wall of Honor



Patch, trophy,
or certificate



Company-wide
recognition



Company-
branded gear



Salary bonus



Extra vacation day

Help all drivers succeed

Rewards should also be inclusive and frequent; only celebrating the best performer in a year neglects drivers who have made significant improvements. Underperforming drivers should be made aware that this new program is their chance to make a change and should be given the resources, training, and coaching to get them there. Make sure that all participants know that they have an equal opportunity to succeed by distributing rewards monthly or quarterly rather than yearly—Samsara driver safety scores refresh weekly, making each week a new chance to improve performance.

CASE STUDY: DOHRN TRANSFER COMPANY

Launching a rewards program based on driver safety scores



Dohrn Transfer Company is a leading less-than-truckload carrier in the Midwest, with more than 500 vehicles, 650 drivers, and 21 terminals. In 2017 and 2018, they installed nearly 600 Vehicle Gateways and dash cams across their fleet. In addition to turning on gamification in the Samsara Driver App, Director of Safety Troy Winthurst came up with a creative way to keep their large fleet of drivers engaged.

“Turning on gamification allowed our drivers to see their weekly scores at a corporate level. After we saw how much that engaged people, we started posting monthly scores at each of our terminals,” said Winthurst. “Each terminal has a group of drivers, so this gives them an in-house ranking that makes it even closer to home. That really engaged them quite a bit.”

To further engage their drivers, Dohrn introduced a rewards program based on Samsara driver safety scores. The top line-haul and city drivers with the best driver safety score in the company overall and the top two drivers at each terminal receive awards from Dohrn executives for their commitment to safe driving. The team is also creating a safety recognition wall at their headquarters for all Top Samsara Safety Score award recipients to honor their achievement.

Increased coaching, recognition, and driver engagement has yielded positive results for Dohrn. “The more we engage our drivers and give them the tools to make their jobs easier, the more they are engaged in having safe behavior,” said COO Robert Howard. “We’ve definitely seen our retention improve.”

Dohrn has seen an 88% reduction in safety-related events and 10% decrease in driver turnover—saving \$8,000 in recruitment and replacement costs per driver.

KEY TAKEAWAYS

- Turn on gamification in the Samsara Driver App.
- If you have a large fleet, post monthly driver safety scores at each terminal to encourage friendly competition.
- Reward drivers with the top safety scores across the company and within each terminal to maximize engagement.

Establish plans for ongoing training and communication

Even after your safety program is officially launched and your day-to-day safety workflows are running smoothly, don't forget the importance of ongoing training and communication—key elements of a successful safety program.

Hold recurring meetings or Q&As

70% of employees say they're most engaged when senior leadership communicates openly about changes.¹⁴ Consider creating a recurring meeting—monthly is a good frequency—with safety managers and drivers. Use this time to communicate changes to your program, highlight achievements, distribute rewards, and answer questions.

Encourage feedback from managers and drivers

Set up your program for long-term success by creating a tight feedback loop with safety managers and drivers. During your monthly meetings, actively solicit feedback on the hardware, software, and your program in general. Ask questions like:

- What are your favorite and least favorite parts of Samsara?
- If you could change one thing, what would it be?
- Is there anything that has surprised you about Samsara?

SAMSARA WANTS TO HEAR FROM YOU

Samsara views customers as partners. Your feedback is what drives our product and feature development, which is why we want to hear from you. Have an idea for a new feature or product? Send us feedback anytime by clicking the [Feedback button](#) in your dashboard.

¹⁴. https://hbr.org/resources/pdfs/comm/achievers/hbr_achievers_report_sep13.pdf

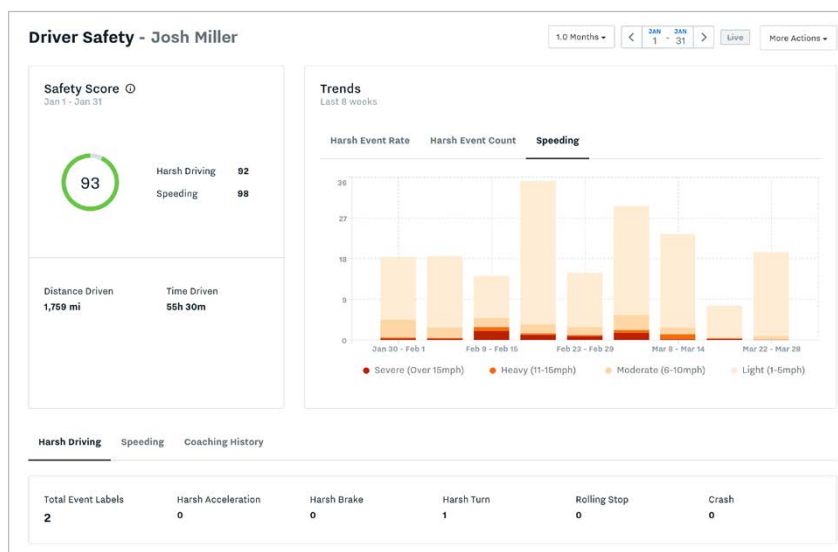
Measure success and ROI

What's the best way to measure the impact of your safety program? This is a question that many of our customers ask. Although the answer is unique to every fleet, we have developed a few reports and a six-part framework to help you identify and measure specific, quantifiable results.

Monitor day-to-day impact with reports

There are two reports within your dashboard that can help you understand how Samsara is improving driver behavior on a day-to-day basis:

- **Coaching Effectiveness Report:** The Coaching Effectiveness Report lets you see whether or not your coaching efforts are paying off. The report shows how often drivers repeat behaviors you've coached them on, such as harsh braking or rolling stops. We recommend using it to see which drivers are responding best to coaching and which might need additional training. You can access the Coaching Effectiveness Report via your dashboard by clicking on [Safety > Coaching > Effectiveness](#).
- **Safety Report:** The Safety Report tracks trends over time, including safety event rate, safety event count, and time over the speed limit. At a glance, you can see whether key safety metrics have improved or worsened over a specified time period. We recommend using it to compare how many safety events have occurred week over week. You can access the Safety Report via your dashboard by clicking [Safety > Safety Report](#).



Measure safety KPIs across 6 key categories

The effects of a comprehensive, effective fleet safety program can be varied and widespread. In fact, many of our customers have found that the impact of Samsara extends beyond what they can measure in their dashboard. Although widespread impact is ultimately the goal of any successful program, it makes for a daunting challenge; where, when, and how do you start measuring ROI?

Below, we've broken it down into six categories. Across thousands of customers, these are the six areas where we see Samsara having the highest impact:

- | | |
|---|--|
| → Accidents
Decrease the frequency and severity of accidents | → Maintenance
Minimize vehicle wear and tear |
| → Exoneration
Exonerate innocent drivers and minimize false claim payouts | → Retention
Improve driver morale and retention |
| → Insurance
Reduce insurance-related costs | → Brand
Protect your company's brand and win more business |

Within each category, we have identified a few key performance indicators (KPIs). These are individual, quantifiable numbers that can help indicate whether your program is successful. For example, percent decrease in safety-related events is a KPI under the accidents category. This particular KPI can be measured within your Samsara dashboard using the Safety Report. We've also included KPIs that must be measured outside of your dashboard, so that you can get a complete understanding of impact across your business.

On the next few pages, explore our recommendations for when and how to measure each KPI, as well as real customer examples for each.



6 Ways to Measure Safety ROI

01. Accidents

Decrease the frequency and severity of accidents

KPIs	When to measure	How to measure	Customer example
Percent decrease in harsh events	3-6 months after beginning to coach drivers with Samsara	Use the Safety Report to download data on event frequency. We recommend comparing a minimum of three months, since there are a lot of factors that can influence the number of events, including seasonality and changes in driver coaching. To see maximum impact, measure this KPI after turning on gamification in the Driver App.	88% decrease in harsh events (Dohrn Transfer Company)
Percent decrease in hours over the speed limit	3-6 months after beginning to coach drivers with Samsara	Use the Safety Report to download data on hours over the speed limit. We recommend comparing a minimum of 3 months in order to recognize consistent patterns. To see maximum impact, measure this KPI after turning on gamification in the Driver App.	35% decrease in hours over the speed limit (Dohrn Transfer Company)
Percent decrease in accidents or collisions	3-6 months after beginning to coach drivers with Samsara	Keep a spreadsheet of accidents/collisions from before and after Samsara.	50% decrease in accidents (Simco Logistics)
Percent decrease in accident-related costs	3-6 months after beginning to coach drivers with Samsara	Keep a spreadsheet of accident-related costs from before and after Samsara.	60% decrease in accident-related costs (Simco Logistics)



02. Exoneration

Exonerate innocent drivers and minimize false claim payouts

KPIs	When to measure	How to measure	Customer example
Dollars saved by exonerating drivers with dash cam footage	As soon as you exonerate your first driver	Document every instance where dash cam footage exonerated a driver in a spreadsheet. Estimate how much it would have cost to resolve the incident without the footage, and keep a running tab of estimated savings.	\$250,000 saved by exonerating a driver with dash cam footage (Moore Food Distributors)
Percent decrease in false claim payouts	3-6 months after deployment	Keep a spreadsheet of false claim payouts from before and after Samsara.	50% reduction in false claim payouts (KWRL Transportation Cooperative)

03. Insurance

Reduce insurance-related costs

KPIs	When to measure	How to measure	Customer example
Percent decrease in insurance premiums	Dependent on your insurance renewal date	Some insurance providers offer discounts or subsidies for installing Samsara dash cams (on a case-by-case basis). Ask your insurance provider if they are able to provide any savings.	15% decrease in insurance premium (Simco Logistics)
Percent decrease in auto claims	6-12 months after deployment	Keep a spreadsheet of auto claims from before and after Samsara.	34% decrease in auto claims (Mitchell Companies)



04. Maintenance

Minimize vehicle wear and tear

KPIs	When to measure	How to measure	Customer example
Decrease in safety-related maintenance work and associated costs	6-12 months after deployment	Keep track of safety-related maintenance work and associated costs, including accident repairs and brake pad replacements.	\$15,000 saved per vehicle repair due to less wear and tear (Empress Ambulance Services)

05. Retention

Improve driver morale and retention

KPIs	When to measure	How to measure	Customer example
Percent decrease in driver turnover	3-6 months after introducing a safety-based rewards program	Compare your turnover rate from before and after deploying Samsara. For maximum impact, measure this KPI after launching a safety-based driver rewards program.	10% decrease in driver turnover (Dohrn Transfer Company)

06. Brand

Protect your company's brand and win more business

KPIs	When to measure	How to measure	Customer example
Percent improvement (decrease) in CSA scores	6-12 months after deployment	Compare your CSA scores from before and after deploying Samsara.	50-75% decrease in CSA scores (Windy City Limousine)

Gain inspiration from other Samsara customers

One of the best ways to understand how Samsara could impact your business is to see real results that other customers have achieved. Every fleet is unique, but these real-life examples can be helpful for long-term goal-setting and inspiration.

On the next page, we've included real statistics from customers who have saved money and seen measurable results from Samsara. For more stories from our customers across an ever broader range of industries, visit samsara.com/customers.

RESULTS FROM OUR CUSTOMER SAFETY SURVEY

- **9 out of 10** customers say Samsara has helped improve safety within their fleet.
- **Over 50%** of dash cam customers have used Samsara footage to exonerate drivers in the past year, **saving \$5,000 to \$25,000** from exoneration on average, with some customers saving over **\$100,000 a year**.
- **15%** of Samsara dash cam customers have been able to reduce their insurance premiums, despite the fact that premiums are on the rise industry-wide.
- **93%** of customers report that dash cams have not negatively impacted driver retention.



Dohrn Transfer Company

2019 TOP FLEET AWARD WINNER

samsara.com/topfleets2019



Real ROI statistics from our customers

Customer	Statistics	Quote
Simco Logistics (Transportation and Logistics)	50% reduction in accidents 60% reduction in accident-related costs 10-15% reduction in insurance premiums	"We're having much fewer accidents, and the ones we're having are more minor. From an economic standpoint, the ROI for us is probably less than a year, which is amazing." — <i>Alan Drazen, Vice President</i>
Mitchell Companies (Food and Beverage)	34% reduction in auto claims \$150-200k saved through driver exoneration	"We have been able to monitor our fleet much closer from a safety standpoint. The ability to see potential mistakes made driving, and the teaching moment that occurs as a result, is making a huge impact on safety." — <i>Mike Thrailkill, Director of Operations</i>
Windy City Limousine (Passenger Transit)	50-75% reduction in CSA scores	"Since adopting Samsara, our CSA scores have improved across the board. It's allowed us to go from good to great. Each of the CSA scores that I monitor on a regular basis have been cut — most in half, some by almost 75 percent." — <i>Jamie Smith, Fleet & Safety Manager</i>
KWRL Transportation Cooperative (Education)	50% reduction in false claims	"Many think of safety as simply what happens on the school bus in-route, but in all reality it extends beyond the bus. Samsara helps us track the big picture. We are able to produce data in support of actual versus alleged activity." — <i>Shannon Barnett, Director</i>
Vallencourt Construction (Construction)	50% reduction in accidents 80% reduction in insurance payouts	"The cameras do much more than just give us video of an accident. We have been able to protect ourselves from two false claims and have been able to provide the police with footage from two accidents we were witness to." — <i>Troy Betts, Safety Director</i>



9 out of 10

customers say Samsara has helped
improve safety within their fleet.



Your checklist for launching a successful video-based safety program with Samsara

1. PROGRAM DESIGN

Define your goals

- ☐ Identify problem areas
- ☐ Write down 2-3 specific safety goals
- ☐ Pinpoint risky driving behaviors to target

Design an implementation plan

- ☐ Align internal stakeholders
- ☐ Determine needs from partners
- ☐ Create a timeline with key milestones

2. INSTALLATION AND CONFIGURATION

Install your hardware

- ☐ Complete your installation plan
- ☐ Activate your hardware

Configure your dashboard

- ☐ Create admin roles
- ☐ Add drivers
- ☐ Set up safety alerts
- ☐ Customize safety-specific settings
- ☐ Toggle on features in stages

3. TRAINING AND COMMUNICATION

Train your team

- ☐ Empower your core team first
- ☐ Have managers train drivers
- ☐ Provide training resources
- ☐ Encourage feedback

(CONT'D)

Get driver buy-in on dash cams

- ☐ Communicate transparently
- ☐ Provide informational collateral

Start coaching drivers

- ☐ Review relevant events
- ☐ Build consistent coaching workflows
- ☐ Track your results

4. PROGRAM BUILDING AND REFINEMENT

Launch a safety-based rewards program

- ☐ Establish clear expectations
- ☐ Create friendly competition
- ☐ Choose great rewards
- ☐ Help all drivers succeed

Establish plans for ongoing training

- ☐ Hold recurring meetings or Q&As
- ☐ Encourage feedback

Measure success and ROI

- ☐ Monitor impact dashboard reports
- ☐ Measure 6 key safety KPIs
- ☐ Gain inspiration from other customers



KEY TAKEAWAYS

Our top 3 tips for rolling out dash cams

We've helped thousands of fleets roll out dash cams successfully. Here are our top three recommendations for ensuring a smooth rollout.

01 Spend time getting driver buy-in early on

The National Surface Transportation Safety Center for Excellence has studied what sets excellent fleet safety programs apart from the rest.¹⁵ The answer? A shift from top-down control to bottom-up engagement. They found that the most effective fleet safety programs are initially led by management, but as drivers become more proactive and invested, their engagement is what drives significant safety improvements. Our number one tip for getting driver buy-in: share real footage of a near-miss or not-at-fault collision that exonerated one of your drivers.

02 Don't turn on every feature at once

It can be tempting to turn on every feature of Samsara's AI dash cams at once, like in-cab alerts and driver gamification. This can be overwhelming for drivers and managers, causing them to become frustrated with the dash cams before they've had the chance to see their benefits. For the first one to two weeks, keep all optional features toggled off. Introducing optional features in stages can result in higher long-term ROI.

03 Introduce a rewards program soon after coaching is established

79% of employees say they work harder when they feel recognized, and 83% say that rewards make them feel more engaged with their job.¹⁶ After your day-to-day coaching workflows are relatively well-established, we recommend building out a rewards program based on Samsara driver safety scores. Once you turn on gamification in the Driver App, you can offer safety-based rewards (like bonuses, plaques, gift cards, or company swag). This doesn't just improve driver behavior—it helps drivers feel like they're benefitting from the dash cams, too.

¹⁵. <https://s3-us-west-2.amazonaws.com/corpweb-static/pdf/20190218+Samsara+Safety+Bank/NSTSC+Guidance+Document+-+Effective+Use+of+Onboard+Safety+Monitoring+Technologies.pdf>

¹⁶. <https://go.globoforce.com/rs/862-JIQ-698/images/ROIofRecognition.pdf>

Your partner for a successful rollout

In addition to our online knowledge base and 24/7 in-house support team, Samsara also has a dedicated Customer Success team to assist with implementation, onboarding, and training. Our goal is to help you get the most out of Samsara.

During deployment, your Samsara Customer Success Manager or Senior Implementation Consultant is your point of contact for any questions or issues. They can help you:

- Plan your implementation
- Configure your dashboard
- Activate your hardware
- Train your team

For organizations spending \$500,000 per year or more with Samsara, our Customer Success team can also offer:

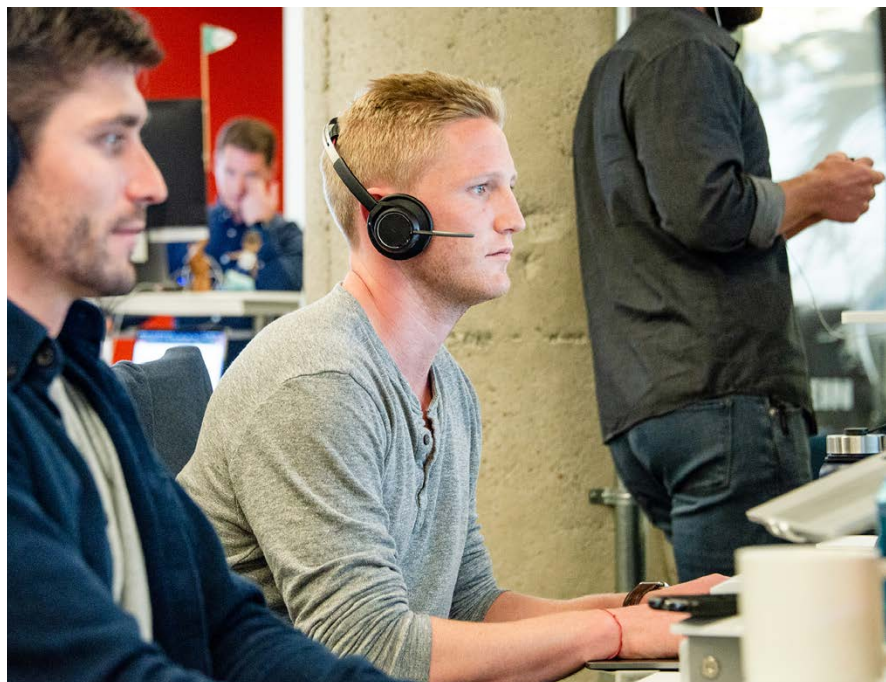
- Onsite support throughout implementation and training
- Business review and ROI analysis during pilot phase

24/7 SUPPORT

We want to make sure you always get a timely, helpful response from Samsara. That's why our support team is based in our offices and available 24 hours a day, 7 days a week, 365 days a year. Reach them any time via chat or phone, or submit a support ticket by clicking the [Feedback button](#) in your dashboard.

Chat: samsara.com/support

Phone: +1 (415) 329-6900





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