



White Paper

Better Driver Training Using Technology



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Better Driver Training Using Technology

Every fleet touts the benefits of their own driver training program. But these gains can be difficult to quantify, even if the efforts invested are translating into real-world safety improvements for the fleet, its drivers and the motoring public. That's because technology—with the new possibilities it brings—has altered the concept of what driver training actually is and how it should be performed.

Today's most forward-thinking fleets understand that a one-size-fits-all training approach doesn't work. They do not think of training as a one-time event that takes place when a driver is initially onboarded.

Modern driver training has become a continuously evolving and complex process compared to just a couple of decades ago. Yet with the aid of the right in-cab technology and telematics, new training methods can help drivers become safer and more efficient than ever before.



Training That Benefits Fleets and Drivers Alike

There's so much on the line when it comes to hiring the right professional drivers and retaining them once they are behind the wheel. The wrong drivers can lead to lower safety scores, lost business, compliance violations and even a "nuclear verdict" in the event of a major accident.

Research shows just how costly it is for a fleet to replace a driver. A recent study by the American Transportation Research Institute (ATRI) found the average cost of turnover for dry van truckload carriers was \$8,612. For some fleets, that figure was far higher and it does not account for the lost revenue that comes from not having enough drivers to make timely deliveries.

From the drivers' seat, safely operating a Class 8 tractor-trailer remains one of the most demanding and dangerous jobs in modern society, stressing the importance of adequate and continuous training. The perils of negligently operating big rigs have only intensified in recent years—for fleets and drivers alike. That is due in part to the far greater regulatory oversight in the United States and Canada.

In both countries, the Commercial Vehicle Safety Alliance (CVSA), in conjunction with the Compliance, Safety, Accountability (CSA) program in the US, has changed the way safety records for fleets and individual drivers are tracked and scored. For the first time, potential customers can go online and see for themselves just how safe a fleet is, before deciding to contract with it to haul freight.





Technology to Cover Your Training Needs

Every decision a fleet makes can play a role in whether a high-performing professional driver stays for years or leaves in months. It starts with a comprehensive training program and the overall onboarding process when the driver is first learning about the fleet and company culture.

It's important to consider all the ways in which today's truck drivers require training. They need to understand the characteristics of the equipment they will be running, and the intricacies of safely handling a fully loaded tractor-trailer.

But training cannot just be focused on driving. Drivers need to understand all regulations, how to fill out paperwork and even how to be safe at a truck stop. It's a lot of material for drivers to learn, and for fleets to teach effectively.

Addressing the various training needs for a driver can be either tricky or made easy, depending on the technology being used inside the cab.

Intuitive Technology Means Better Training and Driver Satisfaction

Unlike the old days of paper logbooks, having the right technology is the key to success. Drivers won't stay with a carrier if their in-cab telematics system has frequent outages or too many logins, passwords, clicks or workflow steps to remember.

Not all truck drivers are technology enthusiasts. It's likely a reason they look to driving a truck in the first place: the desire to be out on the road rather than stuck behind a screen and keyboard at a desk. No matter how new and shiny a tractor-trailer may be, if a driver is not happy with the reliability and performance of a fleet's telematics system, it is unlikely they will be around long.



So how long should training last? While there is no one single answer, it is clear that long training programs aren't necessarily a good sign. Just because a program takes a long time to complete doesn't mean it is high-quality, or exhaustive training. That is especially true when it comes to technology.

Some systems may require lengthy training and tutorials not because the system is comprehensive, but because it is too complicated. That is not the case with the simple-to-use ISAAC solution. Many fleets say the system is so intuitive it can take as little as 15 minutes of training before drivers can properly use it. That's because the ISAAC solution understands a driver's workflow, prompts the driver for the next logical task at hand, and minimizes the number of screen taps required.

Another time saver to facilitate training is ISAAC's Open Platform, which gives fleets an easy way to customize their solution and integrate the best technology and apps on the market, to further ease a driver's day-to-day.

In-Cab Driver Coaching for Continuous Training

A critical component of the ISAAC solution is the real-time ISAAC Coach feature. In-cab driver coaching solves the shortcoming of reviewing driving performance results after the fact. Instead, it provides immediate feedback to drivers who can instantly improve their driving performance, serving as a longer-term training tool for reshaping at-risk behaviors as they happen.

Driver behavior accounts for as much as one third of fuel consumption. As a result, a fleet management system implemented in the right way, together with eco-driving training, can save between 5 to 15 percent of fuel costs, and reduce the likelihood of accidents.

The ISAAC Coach also helps fleets create a fair incentive program, because managers can evaluate performance without penalizing drivers for factors outside their control. This further reinforces good driving habits and has led to drivers developing a friendly competition amongst themselves in fleets using it, to see just how safe and efficient they can become.

ISAAC's solution also monitors events, such as hard braking and turns, or speeding. Safety managers can quickly detect emerging negative trends among individual drivers, terminals or across the entire fleet. By stepping in with targeted corrective action, at-risk drivers can quickly get a training refresher and be back on their way toward their next incentive program performance bonus.





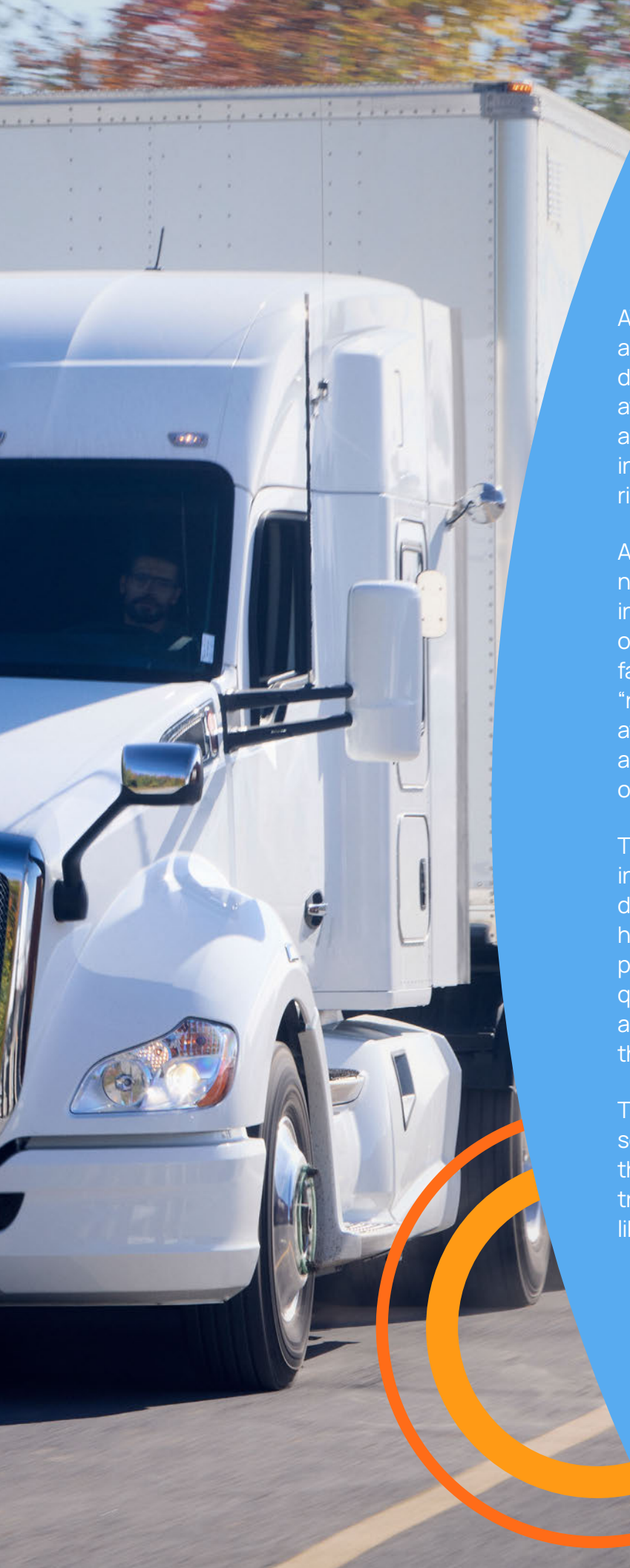
Training to Avoid Nuclear Verdicts

If you've glanced at television or listened to the radio lately, you've probably come across a lawyer condemning the "evils of big trucks" and urging people to call if they've been involved in an accident.

While accidents happen and justice must rightfully intervene to compensate victims, carriers must protect against litigation aimed primarily at getting handsome payoffs from "big, bad" trucking fleets. This is especially true in the most tragic cases, when serious injuries or loss of life occurs. That said, avoiding accidents and protecting the motoring public remain the most important reasons for providing the best

possible training to all truck drivers, regardless of their experience level.

The fact remains that the threat of "nuclear verdicts"—jury verdicts in excess of \$10 million—loom over all trucking companies. Even one bad accident can threaten an entire business, even for those with strong safety records and extensive insurance coverage.



ATRI research confirms that large verdicts against trucking fleets have been increasing dramatically, both in number and in size of awards. For example, the average verdict size for a lawsuit above \$1 million involving a truck crash increased nearly by 1,000% from 2010 to 2018, rising from \$2.3 to \$22.3 million.

After an accident, plaintiff attorneys will spare no expense in trying to find any perceived gaps in the safety and compliance records of the fleet or driver involved in an accident. Even when that fails, they often resort to what is known as the “reptile theory”. This is a tactic where attorneys attempt to portray a trucking company as a bad actor, without necessarily focusing on the facts of the crash.

The best way to counter credibility attacks in court is to have a modern, effective and documented training program in place. This can help prove to a jury that a fleet is proactively providing safety training—one that includes quality guidance when drivers are onboarded, as well as ongoing training throughout their careers.

This can make a huge difference when settlements are being decided. Even better, with the ISAAC solution making continuous driving training far easier, a plaintiff attorney is far less likely to want to take the case to the jury.

Video Cameras: A Powerful Training Tool

For fleets using dashcam video systems, such as ISAAC InView, the footage of an accident and surrounding telemetry data can help exonerate a truck driver who was unfairly blamed. Conversely, if a truck driver was at fault, it can help the fleet more quickly and fairly settle the case and bring closure to all parties.

In the immediate aftermath of an accident, the main concern is on the people directly involved. But afterwards, the focus shifts to determining how to help prevent a similar incident in the future. Utilizing video footage can be a powerful tool as part of a comprehensive driver training and coaching program.

Safety managers can review specific incidents with individual drivers to improve performance in the aftermath of an incident. These video clips can also be used as a training tool across the entire fleet. Other drivers can learn from how one of their peers reacted in a particularly difficult situation.

In the heat of the moment, accidents and close calls happen in the blink of an eye. It's not unusual for drivers to recall incidents incorrectly later on. However, when reviewing videos and telemetry data, it is not uncommon for them to realize that things happened slightly differently than how they perceived them at the time. That isn't a negative on drivers—it's just the reality of how the mind works.

Of course, everyone also likes to be recognized when they do something right. With ISAAC InView, safety managers can also share positive videos of drivers, such as when they avoided a dangerous situation caused by a passenger vehicle driver. Praising a driver's action, while simultaneously providing training and feedback, aids in retention and improves overall fleet safety.

What's even better is that these videos can be shared with drivers while out on a trip, through the ISAAC solution. This ensures drivers can continually be involved in the training process, no matter where in North America they might be located.





Flexible Training with Real-Time Communication

Besides sharing videos with drivers, the ISAAC solution allows safety managers to quickly send out important messages, as well as links and documentation on required training courses. Drivers can easily access this information on the ISAAC tablet at their convenience.

The variety of ways for receiving information in real time from their office provides drivers with a greater sense of flexibility surrounding training. In fact, many fleet executives report this flexibility actually leads to drivers feeling more empowered to request additional training videos for viewing through the tablet.

Even with all of the training available, drivers will sometimes find themselves in uncertain situations and need some guidance.

That is where ISAAC's remote tablet control feature comes into play. Remote tablet access provides dispatchers with direct control to the tablets of drivers on the road. This ensures you

never leave your drivers stranded when they need help and can provide them with answers, guidance and training no matter what the situation.

Since dispatchers see tablet screen contents in real time directly from their office workstation, they can quickly understand and help solve issues encountered by drivers. Helping to solve an issue today serves as training for issues encountered tomorrow. That driver is unlikely to need assistance with this same issue ever again.

Time to Enhance Your Training with ISAAC

As forward-thinking fleets already know, the initial training when a driver joins a new company is only the beginning. Driver training is an ongoing process.

ISAAC's solution gives fleets the flexibility to deliver training sessions in ways that respect the drivers' time, experience level and independence. From onboarding to every stage of a driver's career, ISAAC is with you every step of the way.

Technology that provides solid and flexible training options allows fleets to review fleetwide safety and performance trends, or zero in on specific issues and specific drivers. It also

helps drivers be proactive in brushing up on safe driving practices in ways that are most convenient for them.

With a reliable telematics system, and tools such as the ISAAC Coach, ISAAC InView and ISAAC's remote tablet access, fleets can be confident every driver they send out on the highway is well trained and ready to handle every aspect of the job.





Together,
we **simplify**
trucking

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