

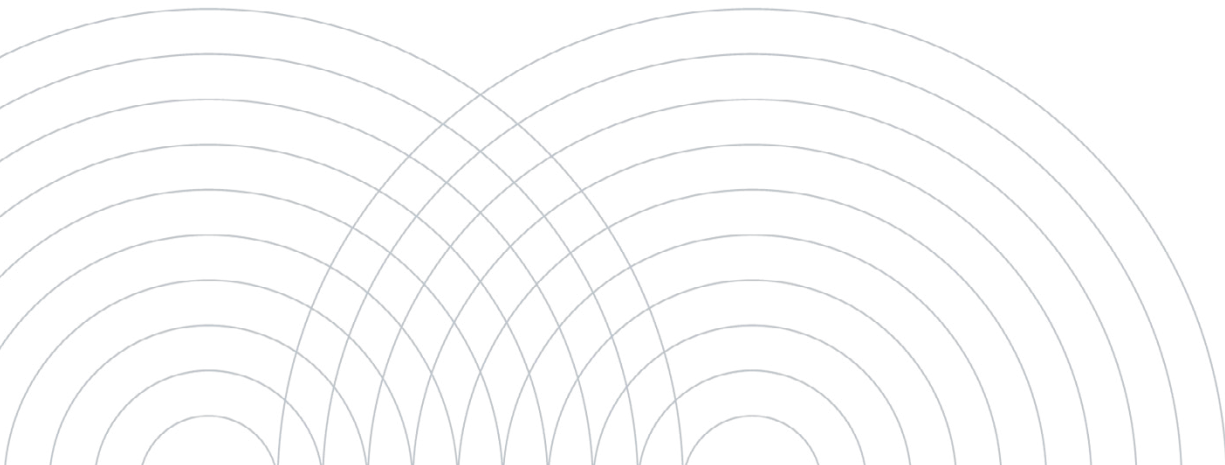
# Best Practices for Building a Video-Based Safety Program

with Samsara AI Dash Cams

# Introduction

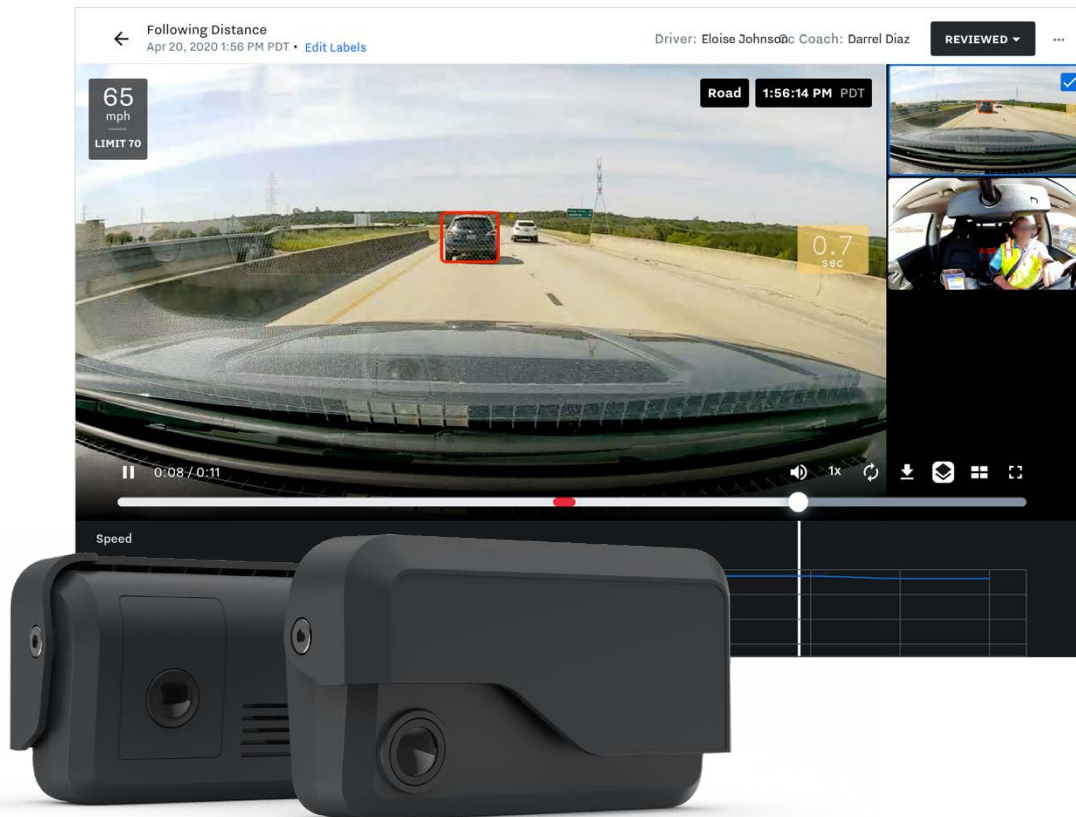
Implementing any new technology can be daunting, whether you're introducing it for the first time or switching providers. When building a video-based safety program, there are a lot of factors to consider—from installation to training, coaching, rewards, and beyond. Perhaps nothing is more important than ensuring that drivers feel informed and engaged, so the program is a positive addition to your company's culture.

In this guide, we've distilled change management best practices and learnings from our most successful customers. You can follow this four-step playbook or adapt it 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 build a successful video-based safety program that delivers meaningful ROI for your organization.



## About Samsara

Samsara is the pioneer of the [Connected Operations Cloud](#)<sup>1</sup>, which allows businesses that depend on physical operations to harness IoT (Internet of Things) data to develop actionable business insights and improve their operations. Samsara's video-based safety solution offers HD video visibility, in-cab driver assistance, coaching tools, and real-time safety insights. Samsara empowers fleets to take action on their data, improve safety, and lower costs.



Samsara CM32 Dual-Facing AI Dash Cam

1. [www.samsara.com](http://www.samsara.com)

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# 4 phases of building a successful video-based fleet safety program

### **How long does each phase take?**

Every organization is different. 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 installer, have unionized locations, or are replacing existing hardware. Keep in mind that phases may also overlap.

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## EXECUTIVE SUMMARY

# 3 essential tips for a successful rollout

We've helped thousands of organizations roll out dash cams successfully. Here are our top three tips for a successful implementation.

## 01 Spend time getting driver buy-in early

The [NSTSCE<sup>2</sup>](#) studied what sets excellent fleet safety programs apart from the rest. The answer? A shift from top-down control to bottom-up engagement. The most effective fleet safety programs are initially led by management, but as drivers and safety managers become more proactive and invested, their engagement is what drives significant safety improvements. Our number one tip for getting buy-in from drivers: share real dash cam footage that exonerated drivers from not-at-fault incidents. See more tips for building genuine driver buy-in on [page 16](#).

## 02 Don't turn on every feature at once

It can be tempting to turn on every optional feature at once, such as in-cab alerts. This can cause drivers and managers to become overwhelmed with the dash cams before they've had a chance to see their benefits. For the first few weeks, start with the basics, then introduce optional features in stages—while communicating clearly which features will be enabled when. This can result in more positive reception from drivers and higher long-term ROI. See our checklist for when to enable optional events on [page 23](#).

## 03 Introduce a rewards program

79% of employees say they [work harder when they feel recognized<sup>3</sup>](#), and 83% say that rewards make them feel [more engaged with their job<sup>4</sup>](#). Introducing a rewards program to drivers at the same time as coaching can help with adoption and engagement from the start. We recommend offering rewards (like bonuses, plaques, gift cards, or company swag) based on the top Driver Safety Scores. This doesn't just incentivize safe driving—it also helps drivers directly benefit from your program, too. See best practices for launching a rewards program on [page 41](#).

2. [s3-us-west-2.amazonaws.com/corpweb-static/pdf/20190218+Samsara+Safety+Bank/NSTSCE+-+Guidance+Document+-+Effective+Use+of+Onboard+Safety+Monitoring+Technologies.pdf](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)

3. [go.globoforce.com/rs/862-JIQ-698/images/ROlofRecognition.pdf](https://go.globoforce.com/rs/862-JIQ-698/images/ROlofRecognition.pdf)

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# 01

## Program Design

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# Define your goals

Goal-setting is widely accepted as a change management best practice, but choosing the right goals for your safety program can be tricky. Read on to see our best practices.

## Establish a baseline

It's more effective to set goals when you understand your baseline of current performance first. You may have captured safety benchmarking data during your pilot. Many organizations who didn't previously do a pilot treat the first few weeks or months of their implementation as a pilot. The baseline data you gather during this period can be illuminating, providing newfound visibility into your operations and potential areas of improvement, which may be surprising or different from what you previously thought.

### PRO TIP

#### Identify areas for improvement with the Safety Overview and Fleet Benchmarks Report

The Safety Overview is the hub for safety data, making it easy to understand high-level trends, granular insights, and specific risk factors impacting your Safety Scores. The Fleet Benchmarks Report compares your performance to similar fleets, providing insight into how you're trending relative to peers.

This report is a great tool for understanding what is truly an area for improvement vs. what is already as good as or better than peers, so you can set more informed goals.

#### Speeding

Better than Target

Your average

**9.40%** ▼ 7.76%

of trip duration spent speeding

Benchmark

**17.16%**



## Choose goals that are measurable and good indicators of long-term ROI

Every organization is unique. However, good goals tend to meet two key criteria: they are measurable and they are good indicators of long-term ROI (meaning they will be impactful to your organization). Some common goals of video-based fleet safety programs include:

- Reducing at-fault collisions
- Lowering insurance premiums
- Eliminating not-at-fault claims
- Improving CSA scores
- Increasing driver retention

### PRO TIP

#### How do you determine a “good” goal?

Is your goal too ambitious? Will it be impossible to achieve? Our team can help you set goals that make sense. Industry analyst [Frost & Sullivan<sup>5</sup>](#) reports that video telematics can:

- Lower driver distraction by 80%
- Reduce speeding by 65%
- Reduce collisions by 60%
- Reduce claims by 25%
- Increase seat belt usage by 70%



<sup>5</sup> [www.samsara.com/blog/frost-sullivan-report-video-telematics-is-new-safety-norm](http://www.samsara.com/blog/frost-sullivan-report-video-telematics-is-new-safety-norm)

## Consider focusing on 2-3 high-risk behaviors

According to the [NHTSA](#), 87% of all commercial motor vehicle crashes are the result of driver behavior or driver error. After choosing your goals, identify a few high-risk 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 collision rate, you may want to target speeding, distracted driving, and tailgating (see below). Pinpointing a few risky behaviors you want to target at this stage will help you focus your driver coaching efforts later on.

### High-risk behaviors to consider when goal-setting



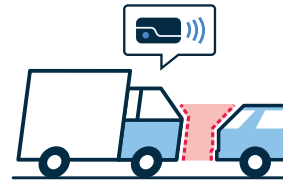
#### Speeding

For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities. Speeding was a contributing factor in 26% of all traffic fatalities in 2018. (Source: [NHTSA](#)<sup>6</sup>)



#### Distracted driving

Distracted driving is the leading cause of avoidable driving incidents. Truck drivers who are distracted are 23.2 times more likely to be involved in a crash or near-crash. (Source: [FMCSA](#)<sup>7</sup>)



#### Tailgating

Tailgating is the leading cause of rear-end collisions, causing more than 1,700 deaths and 500,000 injuries per year. (Source: [NTSB](#)<sup>8</sup>)

6. [www.nhtsa.gov/risky-driving/speeding](http://www.nhtsa.gov/risky-driving/speeding)

7. [www.fmcsa.dot.gov/driver-safety/distracted-driving](http://www.fmcsa.dot.gov/driver-safety/distracted-driving)

8. [www.nts.gov/safety/safety-studies/Documents/SIR1501.pdf](http://www.nts.gov/safety/safety-studies/Documents/SIR1501.pdf)

# Design an implementation plan

Aligning stakeholders around a clear plan ensures an efficient and successful deployment. Read on to see our recommendations.

## Align internal stakeholders

Before diving into implementation, start by identifying your **core team**. 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.

At this stage, it's important to identify a key decision maker. This person will be responsible for making key decisions throughout your rollout—such as what types of events should be coached and when—while taking into consideration all perspectives. Samsara can recommend best practices throughout your rollout, but it's important to have a **key decision maker** within your organization to ensure you always have a clear path forward.

Set up a weekly meeting with your core team to discuss these key decisions, track progress, and ensure accountability with documented notes. Make sure to also discuss roles, responsibilities, policies, and service-level agreements (SLAs)—especially if you haven't had a camera solution before—to help avoid confusion and ensure accountability. Make attendance mandatory for important program stakeholders (like safety and technical leads) and optional for others. Even if they don't always attend, it pays 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 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. Some of our customers have seen success with creating videos that feature executives explaining why the company is implementing a video-based program (or switching to Samsara, if they had a different technology partner previously).

### PRO TIP

#### Best practices for aligning stakeholders

- Identify a core team, key decision maker, and executive sponsor
- Set up weekly check-ins
- Agree on your goals upfront
- Identify an executive sponsor

## EXPERT ADVICE

## Aligning with a union: Tips from John Hamill, Teamsters Business Agent

**Expert bio**

30 years of transportation management experience

Knows how to build dash cam programs that work for both companies and unions



Before going to your drivers, get the union to buy in first. Not going to the union first can lead to so many issues down the line...they may want to shut down the initiative entirely. That can set a precedent that's hard to overcome."

**Key Takeaways**

- Approach the union early during the planning stages of your program
- If you're not currently negotiating your union contract, work with the union on a side letter or memorandum of understanding (MOU)
- Root your conversation in your shared goal of safety
- Use evidence and facts to show how dash cams can benefit drivers

## Determine needs from third-party installers

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](#)<sup>9</sup> who understand how to install our hardware. Ask your Samsara Implementation Consultant for more information or help getting in touch with an installation partner.

## Create a timeline with key milestones

Once you've aligned internal stakeholders and determined needs from partners, Samsara's implementation team can help you create a timeline that covers key milestones. Keep in mind that the time it takes to complete each step can vary depending on the size and complexity of your rollout. On the next page is an example to give you a general idea of what this entails.



<sup>9</sup> [www.samsara.com/resources/experts](http://www.samsara.com/resources/experts)

## Sample implementation timeline

How long each phase takes will depend on the size of your fleet, complexity of your organization, and details of your deployment. Stages may also overlap. Your Samsara Implementation Consultant can help you create a timeline customized to your needs.

### **Kickoff workshop**

Your Samsara Implementation Consultant can lead a program design workshop to help define your goals and create your implementation timeline. Early alignment is key to success; determine who your key decision maker is, what your coaching process will look like, who will be responsible for different processes, and how your safety policy will be updated and enforced.

### **Configure dashboard**

Many of our customers begin configuring their dashboard settings before or around the same time as installation, so they can determine what safety settings are enabled and communicate this to drivers and managers in advance. Our team can help consult and provide best practices for configuration, including how to bulk-upload data, create custom admin roles, add Tags, set up alerts, and more.

### **Begin installation**

Hardware is shipped and installed (sometimes in batches), either via in-house technicians or a third-party installation partner.

### **Training**

Once your dashboard is configured and your hardware is installed, 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 evaluate what will work best.

### **Go live**

Once installation, configuration, and training are complete, officially launch your program. With the [Samsara Training Center<sup>10</sup>](https://www.samsara.com/support/training), [Help Center<sup>11</sup>](https://kb.samsara.com), frequent product training webinars, and 24/7 support, you will continue to have support from Samsara.

10. [www.samsara.com/support/training](https://www.samsara.com/support/training)

11. [kb.samsara.com](https://kb.samsara.com)

## Plan to update your safety policy

Every organization is different and will have unique requirements for their safety policy. Depending on your operations, your safety policy may include details unrelated to dash cams, such as food handling guidelines or equipment procedures. If you're rolling out camera technology for the first time, it's critical that you update your safety policy before installing any hardware to set clear expectations for your program.

"One of the biggest objections to cameras is the concern that they will be used unfairly or in a punitive way," said John Hamill, Business Agent at the Teamsters. "A lot of the time this is simply because the company doesn't have a clear and concise policy that says, 'If you do this, this is what happens.'"

Consistently following through on your policy is just as important as (if not more important than) the policy itself. "Following agreed-upon policies and procedures to the T is what really creates trust and drives that culture of safety," said Hamill. "The biggest mistake that companies make is lack of a clear and concise policy, and then lack of consistency in following through on that policy."

### PRO TIP

#### What should you add to your safety policy?

How you update your safety policy will depend on your unique culture and requirements. Here are some best practices for updating your safety policy when implementing a new dash cam program:

- Explain **how the dash cams will (and will not) be used**, including what the dash cam can and cannot do, when it will be recording, and what features will be enabled.
- Detail exactly **how and when coaching will occur**, so drivers know what to expect.
- Consider creating a **"tiered system" based on the seriousness of infractions**, including a "zero tolerance" policy for illegal activities and a strike (or point) system for lesser infractions.
- Clearly outline the **process for disciplinary action**, so it's clear what will result in training or coaching, and what will result in progressive discipline.



## Tips for driver buy-in

### Build trust through transparency

Hold regular Q&As with drivers so they can ask questions and raise concerns. Explain your safety goals so drivers understand where the change is coming from.

### Explain how the technology works

Dash cams are meant for driver protection and safety. But without knowing how the technology works, drivers may assume that the cameras are there to watch them. Dispel misunderstandings by explaining how safety events are detected, how footage can be accessed, and who can access the footage.

### Lead by example and find an internal champion

Show drivers you're not afraid of the technology by installing a dash cam in your own vehicle. Ask one or two drivers to test the dash cams, too, and ask them to share their experiences with other drivers.

### Showcase real exoneration footage

Exoneration 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.

### Be transparent about corrective actions

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

### Offer incentives and rewards

After establishing your coaching processes and allowing drivers to see their rankings via the Driver App, consider introducing a safety-based rewards program. Rewards like bonuses, gift cards, or company swag help drivers benefit from the dash cams, too.

### Celebrate footage of defensive driving

Make sure to recognize when dash cams capture footage of drivers responding appropriately, like braking to avoid a collision when they're cut off. Consider sending a weekly or monthly email to all drivers that highlights footage of excellent driving.

### Enable optional features in stages

It can be tempting to enable every optional feature—like in-cab alerts for AI events—at once. This can be overwhelming for drivers. For the first few weeks, keep all optional features toggled off, then introduce them in stages.

### Consider offering camera covers

Consider offering [removable camera covers](#)<sup>12</sup> that drivers can use to block the dash cam lens when needed, such as going onsite to government locations. Camera covers can make drivers feel more comfortable—especially those who use a sleeper berth. Plus, proactively offering a removable camera cover minimizes the chances that a driver will obstruct or permanently damage the hardware.

12. [www.samsara.com/products/models/dual-lens-cover](http://www.samsara.com/products/models/dual-lens-cover)



## CASE STUDY—SUPERIOR PLUS PROPANE

## Set up your program for long-term success with a driver safety committee

Superior Plus Propane is a propane distributor serving 24 states across the U.S. with 2,300 trucks and more than 1,000 drivers.

After deciding to implement dash cams, Superior Plus Propane took an innovative approach to designing their safety program. They consulted the experts—their drivers—by forming a Driver Safety Committee.

The committee provides a way for drivers to communicate ongoing feedback, weigh in on changes, and suggest improvements to processes such as coaching. The committee's members include three project sponsors, five project leads, and seven drivers who meet on a monthly basis. Drivers were chosen based on a variety of factors, including their driving record and knowledge of operations.

"When we make changes, we involve drivers in that process via the committee," said Ryan Quiggle, Director of Health and Safety.

"It's true driver involvement, and it has helped fuel much of our program's success."

The Driver Safety Committee helped Superior Plus Propane achieve a smooth rollout and create effective coaching processes through direct driver feedback. As a result, they were able to build genuine driver buy-in on video-based coaching and decrease speeding by 90% in six months—one of their top priorities. Now, the committee continues to review important decisions, such as how to create a rewards program and what kinds of incentives to offer.

"To have that open communication and involvement via the Driver Safety Committee is huge for long-term engagement," said James Devens, Vice President of Operations. "Now, we even have drivers coming to us and asking to be on the committee. It has been pretty powerful in the success of our program."



### KEY TAKEAWAYS

- Create a committee of project sponsors and drivers that meets monthly.
- The committee can provide feedback on your program design, weigh in on policy changes, and help foster buy-in among all drivers.
- Involving drivers in the program design process helps build a positive culture and fuel long-term engagement



# 02

## Configuration and Installation

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# Configure your dashboard

Many of our customers begin configuration before or around the same time as installation, so they can determine what safety settings will be enabled and communicate this to drivers and managers in advance. Below, we've included a few of the most important steps.

## Create admin roles, assign users, and configure privacy permissions

Invite your core safety team and managers to Samsara via the [Users and Roles](#) page. You will be prompted to choose a [Role](#) for each new user. Samsara offers a variety of custom 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. Customize your admin roles via your Samsara dashboard settings.

### Users & Roles

KARI FREEMAN	Dispatch for <span style="background-color: #e6f2ff; padding: 2px 5px;">Entire Organization</span>
DARREL DIAZ	Read-only Admin for <span style="background-color: #e6f2ff; padding: 2px 5px;">Entire Organization</span>
ELOISE JOHNSON	Read-only Admin for <span style="background-color: #e6f2ff; padding: 2px 5px;">Entire Organization</span>
EDUARDO GREER	Full Admin for <span style="background-color: #e6f2ff; padding: 2px 5px;">NA Division</span>
JOHANNA FRAZIER	Full Admin for <span style="background-color: #e6f2ff; padding: 2px 5px;">Entire Organization</span>

## Add drivers

Samsara makes it easy to “bulk upload” new driver accounts via a CSV file. You can start by downloading our Sample Template CSV file (which contains each of the columns you will need to fill in) via our Help Center.

### PRO TIP

#### Use Tags to keep vehicles and drivers organized in your dashboard

Tags can be used to segment and group data by asset type, driver teams, region, customers served, business unit, and other relevant categories.

This makes it possible to quickly filter to find the information you need.

Region 24			+ Add user to tag	
Email	Role	Edit		
kari@autohailer.com	Standard Admin	Edit	Remove	
darrel@autohailer.com	Standard Admin	Edit	Remove	

## Create safety-related admin alerts

Alerts notify admins via text or email within minutes when certain events happen. These notifications are helpful for taking action on issues that you've identified as a priority for your program. Below are a few of the safety-related triggers for which you can create an admin alert.

### SAFETY-RELATED ADMIN ALERTS

- Dash cam disconnected
- Harsh driving
- Crash
- Speed
- Panic button
- Unsafe DVIR

## Configure key safety settings

Samsara offers a variety of different safety settings that you can customize based on your organization's unique operations and goals. After completing installation, here are a few key safety settings to configure.

**Safety Score Configuration:** Samsara automatically calculates a Safety Score for each individual driver and your overall fleet performance. You can customize how Samsara calculates Safety Scores by setting specific weights for different categories, including harsh driving, speeding, and distracted driving. You can also specify that defensive driving events positively influence Safety Scores. See our recommended best practices for Safety Score Configuration on the next page.

**Safety Score Target:** You can set a target safety score for your entire fleet from the Safety Settings. Your Safety Score Target will appear in your Safety Overview on the Safety Score Trend Graph, where you will be able to see progress toward your goal over time.

**Harsh Event Sensitivity:** You'll automatically receive recommended harsh event settings based on your vehicle type. With the Harsh Event Sensitivity settings, you can further adjust the sensitivity for detecting different harsh events based on vehicle type. For example, you can increase the sensitivity so that you get more events or you can stop capturing certain harsh event types altogether.

**Identity Blurring:** Obscure driver, passenger, pedestrian, and license plate data—one of the many ways Samsara AI Dash Cams are designed to help customers meet their privacy needs.

### PRO TIP

#### Find any setting in seconds with our dashboard search shortcut

It's simple to search your entire Samsara dashboard with just a few keystrokes. To search for what you want to find or navigate between your most frequently used tabs, simply use your keyboard to press **Control + K** on a PC or **Command-K** on a MacBook from any page when logged into [cloud.samsara.com](https://cloud.samsara.com).



# Best practices for Safety Score Configuration

Safety Scores are a great way to measure driver and company performance and track improvements over time. By default, Safety Scores are calculated based on a mix of events and behaviors that are equally weighted (with a value of 1). Safety Score Configuration allows you to customize how your Safety Scores are calculated, so you can align the system with your unique goals and internal knowledge of your own fleet. For each event or behavior, you can assign a value from 0 (least important) to 10 (most important).

You may be wondering how to customize your settings. Below are our recommended best practices for Safety Score Configuration.

## START BY ASKING YOURSELF

### What's important to your goals?

What types of events and behaviors does Samsara measure that you want to emphasize and have a larger impact on each drivers' score for coaching? For example, if your top priority is to increase speeding awareness, you may want to increase the weight of the speeding category.

### What do you want the average score and range of scores to look like?

Two equally safe fleets could have a very different overall fleet Safety Score, solely based on their score settings. Do you want an overall Safety Score of around 90, with most drivers' scores clustered around 10 points of that average? Or do you want a lower overall average, with more spread between drivers' scores? In general, greater separation between drivers' scores makes identifying your high and low performers easier.

## THEN TAKE THESE STEPS

**Step 1:** Turn off (change to 0) events or behaviors that you do not want to impact your Safety Scores.

**Step 2:** Increase (change to >1) events or behaviors that you want to have a bigger impact on your Safety Scores.

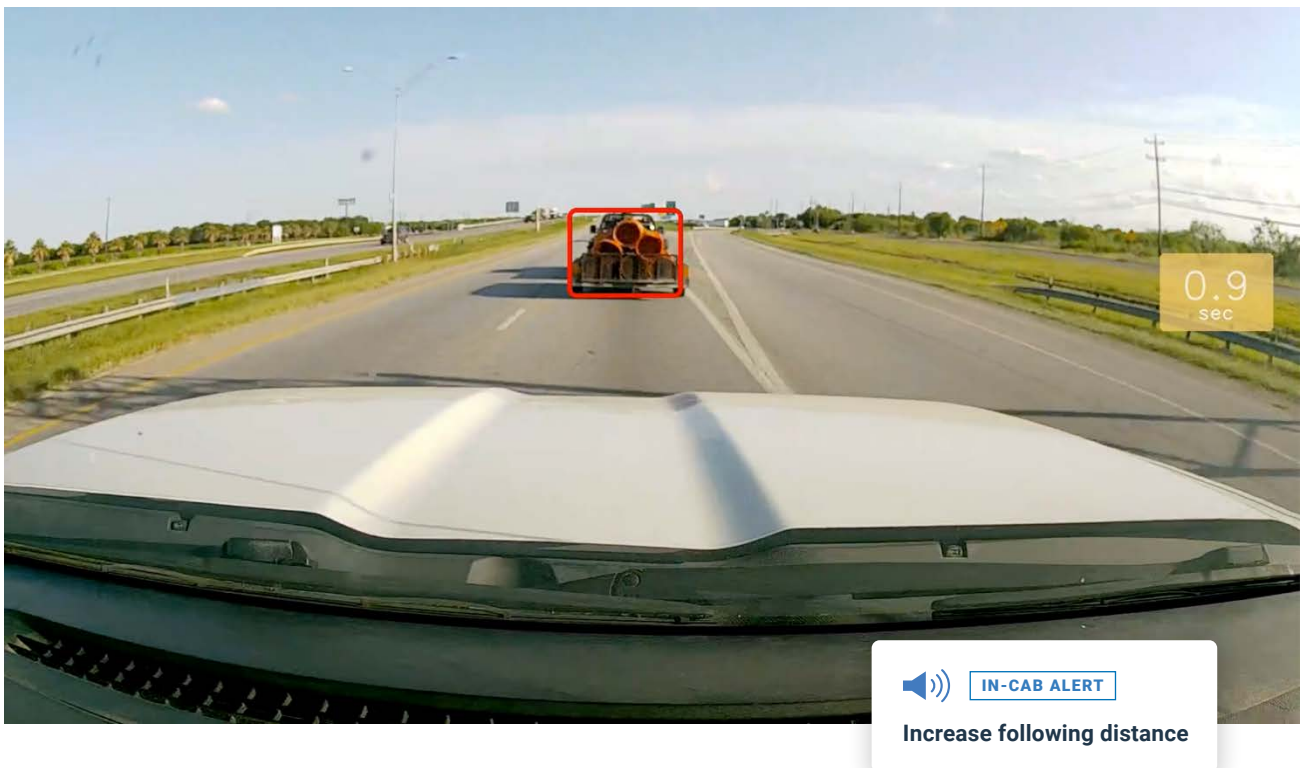
**Step 3:** If you want more separation between drivers' Safety Scores (which makes it easier to identify high and low performers), make sure to increase the weights of multiple event types. Note: this will add more separation between drivers' scores, but it will also make your overall fleet Safety Score lower.

**Step 4:** Use the Score Preview to see how adjustments will affect your overall Safety Score. Once the adjusted weight is saved, the setting will apply to both current and historical scores.

## Enable optional event detections and alerts in stages

Samsara AI Dash Cams offer the optional ability to detect safety events and alert drivers to a variety of different safety events. For each of these events, authorized users can enable detection (which will surface these events in your [Safety Inbox](#)) and/or in-cab alerts (which will alert drivers to these events in real time).

It can be tempting to enable both safety event detections and corresponding in-cab alerts at once. However, this can be overwhelming for administrators and drivers—causing them to become frustrated with the dash cams before they've had the chance to see their benefits. We recommend you pilot each feature with a subset of drivers, collect feedback, adjust settings, and then gradually roll out each feature in phases.





## When to enable event detection and in-cab alerts

### EVENT TYPES

### WHEN TO ENABLE DETECTION

*This will automatically upload footage of these events to your dashboard.*

### WHEN TO ENABLE IN-CAB ALERTS

*This will alert drivers to these events in real time.*

#### Harsh driving

On by default.

Enable once you've fine-tuned sensitivity thresholds and once drivers are comfortable with the dash cams (2-3 weeks after installation).

#### Collision Risk (e.g. distracted driving, tailgating)

Enable once safety managers are comfortable using the Safety Inbox (2-3 weeks after installation).

Enable once you've established consistent coaching processes (4+ weeks after installation).

#### Policy Violations (e.g. no seat belt, no mask)

Enable on a subset of vehicles to test with while accuracy is reduced.

Enable only if you are comfortable with the accuracy and configurations. Otherwise wait until the event is out of Beta.

#### Beta Features

Customers interested in turning on Beta features will be testing features that are still in development. They are encouraged to provide feedback to the Samsara Product team.



CASE STUDY—NATIONAL MEAT DISTRIBUTOR

## Roll out in-cab alerts in stages to maximize adoption and impact

Immediately after installing Samsara AI Dash Cams, one of our customers—a nationally-recognized meat distributor—turned on every feature. This included in-cab alerts, which allows the dash cams to play verbal and/or audio alerts when unsafe driving behavior is detected, like distracted driving, tailgating, or harsh driving.

“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 in-cab alerts and went back to the basics—focusing on getting drivers familiar with the dash cams and Driver App.

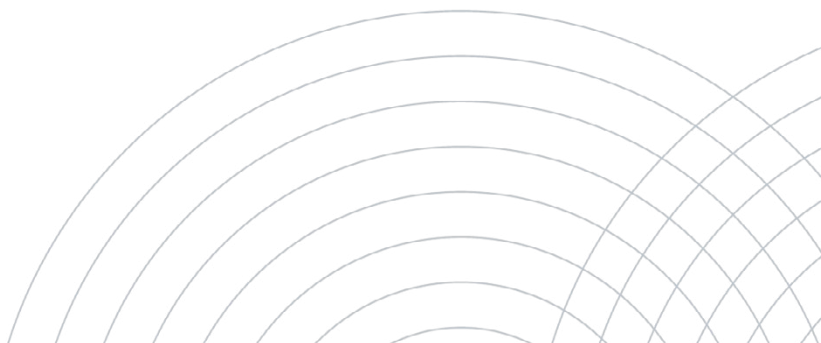
“Once everything was operating smoothly, the drivers were learning to use the interface of the Driver App, and they were able to do their logs correctly, then we turned our emphasis back to the camera,” he said. “We learned to stage it over time.”

Enabling in-cab alerts 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 alerts provide. “We saw a tenfold drop in harsh events as compared to the first time we turned it on.”



### KEY TAKEAWAYS

- When you first install your dash cams, keep in-cab alerts turned off.
- Once drivers are comfortable with having a dash cam in their cab, enable in-cab alerts in stages to maximize impact.



## Streamline installation

Once your team is aligned on an implementation plan, you can begin installing your hardware. Below are a few tips for achieving a smooth installation with minimal downtime.

### Complete your installation plan

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

### 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 [samsara.com/activate](https://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 via your Samsara dashboard.



**PRO TIP****Increase installation efficiency with the Samsara Fleet mobile app**

For fleets with hundreds of vehicles, saving even just a few minutes when installing each device really adds up. The installer experience in the Samsara Fleet mobile app makes the installation process **easier to coordinate, confirm, and complete**:

- In the Samsara Mobile app, go to the “More” tab and tap “Install devices.”
- Scan the serial number of your Vehicle Gateway. From there, you’ll receive prompts to validate that everything is properly configured, including if you have the correct cables for that specific vehicle.
- Instantly calibrate your dash cam by capturing a test image right in the mobile app.
- If you’re working with a third-party installer, the app offers an Installer role that enables partners to fully install and activate devices without relying on administrators.

“With the installer experience, installation time went from 30 minutes to 10,” said Bryan DaParma, President of Hometown Medical Transportation. That’s a **66% decrease in installation time**—a direct result of the workflow efficiencies provided by the installer experience in the [Samsara Fleet mobile app](#)<sup>13</sup>.

**PRO TIP****Customize vehicle names to tell vehicles apart**

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 Samsara dashboard, under [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.

**PRO TIP****Remotely check dash cam installation and placement with the Cameras Report**

Want to check whether your dash cams are aligned correctly and not intentionally obstructed by drivers? Our [Cameras Report](#) provides a quick and easy way for you to visually inspect all of your installed cameras and identify any issues in road-facing or driver-facing camera visibility. On your dashboard, click on [Cameras](#) to see the most recent still image captured from each of your installed cameras at a glance.

13. [www.samsara.com/blog/announcing-the-new-installer-experience-in-the-samsara-fleet-mobile-app](http://www.samsara.com/blog/announcing-the-new-installer-experience-in-the-samsara-fleet-mobile-app)



# 03

## Communication and training

### IN THIS PHASE

- Communicate transparently and build trust 29
- **CASE STUDY:** Build trust through executive leadership and transparent communication 32
- Train your core team, managers, and drivers 33
- **CHECKLIST:** Training your core team 34
- Build consistent driver coaching processes 36
- **CHECKLIST:** Tips for building an effective coaching process 38
- **CASE STUDY:** Coach drivers at scale with clear processes and workflows 39

# Communicate transparently and build trust

Transparent communication is critical to successful change management. Read on to see our best practices for building trust and fostering genuine buy-in on your program.

## Survey drivers to hear their concerns

Understandably, drivers may have concerns about how the dash cam technology works and how it will be used. Surveying drivers can help you understand their anxieties, build trust, and create communications tailored to your unique culture.

## Lead with transparency

Effective employee communications can be done in a variety of ways and will likely depend on your company culture and norms. However, 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 your safety program.

## Dispel myths early on

Drivers often think dash cams will be used as “spying” devices to watch them 24/7—a misconception that is best to address early on. Before installing hardware or announcing policy changes, build trust with drivers by being completely transparent about how the technology works and exactly when and what it records. In your communications, be specific about:

- When footage is automatically uploaded
- Whether audio is being captured
- Which features are activated
- Which in-cab alerts are turned on

14. [hbr.org/resources/pdfs/comm/achievers/hbr\\_achievers\\_report\\_sep13.pdf](https://hbr.org/resources/pdfs/comm/achievers/hbr_achievers_report_sep13.pdf)

15. [www.samsara.com/blog/safety-survey-results](https://www.samsara.com/blog/safety-survey-results)

## Communication is key to successful dash cam change management

# 70%

of employees say they're most [engaged](#)<sup>14</sup> when senior leadership communicates openly about changes.

# 93%

of customers report that dash cams have not negatively impacted driver [retention](#)<sup>15</sup>.



## Answers to common questions from drivers

### **When are Samsara AI Dash Cams recording?**

Samsara AI Dash Cams record when the vehicle is driving or a few hours after it is parked. While recording, a still image is automatically uploaded to the cloud-based dashboard every few minutes. Footage is uploaded to the Samsara dashboard and saved when a safety event is detected. By default, footage will be auto-uploaded for crashes and harsh events (such as harsh driving). Footage may also be uploaded for AI-detected events (such as distracted driving or tailgating) or other types of events (such as rolling stops) if your organization has those features enabled.

### **Who has access to 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 organization's discretion.

### **Can drivers' faces be blurred for privacy?**

Organizations may choose to use Samsara's optional Identity Blurring feature from the Feature Management page, which obscures driver, passenger, and pedestrian faces as well as license plates.

### **Can users request additional footage?**

Authorized users with Video Retrieval permissions can manually request historical video be uploaded and saved to the cloud. This is useful for retrieving evidence to exonerate drivers from not-at-fault incidents and false claims. By default on forward-facing cameras, the past 40 hours of driving time is available for a Video Retrieval request. By default on dual-facing cameras, the past 60 hours of driving time is available for a Video Retrieval request. Organizations can also adjust their settings to further extend total storage capacity in exchange for a decrease in video quality.

### **How do dash cams help drivers?**

Video evidence is the best way to clear innocent drivers when they are blamed in not-at-fault collisions or false claims. In the case of a dispute, inward-facing cameras can prove that the driver was focused and not distracted, protecting them from blame. Another way dash cams help is by keeping drivers safe through preventative alerts and video-based coaching.

Ask your Samsara point of contact for driver-facing materials, including a more detailed overview of how our technology works.

## Hold regular listening sessions with drivers

One of the best ways to build buy-in is to ensure drivers' concerns are heard and addressed. If drivers feel like they don't have a forum to voice questions or suggestions, it can lead to frustration and undercut the efficacy of your program. Consider holding regular listening sessions, either company-wide or by terminal or region. Ask drivers to share any:

- Concerns about how the technology is being used
- Questions about what the dash cams can or cannot do
- Suggestions for how to improve your program

For example, Superior Plus Propane created a driver committee that meets monthly to inform all aspects of their program—from policy changes to coaching processes. Read more about their unique approach on [page 17](#).

## Provide resources with more information

Drivers may have additional questions about Samsara that they don't feel comfortable asking in-person. That's why we've created driver-facing materials that can be handed out during meetings or posted around your office or terminals. Our **AI Dash Cam Overview one-pager** and **FAQ for drivers** can be helpful for socializing Samsara before deployment. Your Samsara point of contact can provide links to these documents.

### PRO TIP

#### How to talk about Live Streaming

Samsara offers Live Streaming as an optional feature, which some organizations find helpful for remotely training drivers. If you choose to enable Live Streaming, make sure to communicate to drivers:

- Audio alerts always notify drivers when Live Streaming is initiated and ends. The alert says "Live stream started" and "Live stream ended."
- These in-cab alerts cannot be turned off. This means drivers will always know if and when a live stream has been initiated and when it has ended.

If you choose to not enable Live Streaming, we recommend making it clear to your drivers that your organization is not enabling this feature. Consider adding this to your safety policy.



## CASE STUDY—SPRINT WASTE

# Build trust through executive leadership and transparent communication

**Sprint Waste is a waste transportation and container rental company with 14 locations, 400 vehicles, and 300 drivers. With Samsara, they achieved a 58% decrease in speeding and 50% increase in miles per safety incident—all while decreasing their already stellar driver turnover rate to just 25.6%, 3x lower than the industry average.**

Many of Sprint Waste's drivers had negative experiences with dash cams at previous companies and were understandably skeptical. "We wanted to [introduce dash cams] in a positive way, and use [them] as an engagement tool rather than a hammer," said President Dave Nelson.

To make their implementation a success, they communicated their rollout timeline in advance, giving drivers and staff plenty of notice. In their communications, they focused on their shared goal of driver safety and were clear about how the dash cams would and would not be used. Nelson even installed a dash cam in his own personal vehicle before the fleet-wide rollout.

Within a few weeks, their drivers were bought in, especially after seeing how dash cam footage could be used for exoneration. "Very soon after we started installing the cameras, we had an accident that was not our fault and we were exonerated at the scene," said Nelson. "We showed that video at every safety meeting, and light bulbs went on... our drivers were fully bought in."

Some fleets worry that drivers might quit because of dash cams, but Sprint Waste found that it was a positive change. A year after rolling out dash cams, they actually **decreased their already stellar driver turnover rate to just 25.6%**—more than three times lower than the industry average of 80-90%. "We have a significantly better retention level than most companies in our peer group, and I think part of that is because of how we use Samsara," said Nelson.

### KEY TAKEAWAYS

- Give drivers and staff plenty of advance notice before your rollout.
- Communicate transparently and focus on your shared goal of safety.
- Be clear about how the dash cams will and will not be used.
- Lead by example; consider installing a dash cam in your own personal vehicle.
- Share real footage used to exonerate a driver as soon as possible.



# 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 recommend 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 driver training, train your core safety team and managers first. (See phase one for tips on identifying your core team.) 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. On the next page, find 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. 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 your core safety team

How you train your core safety team will depend upon how you plan to use Samsara. These are the most important things your team should know how to do in order to make the most of Samsara:

### Setup

- Configure a new safety-related admin alert
- Managing existing alerts
- Assign events to coaches
- Automatically send certain event types to Coaching
- Set a Safety Score Target

### Review safety events

- Review events in the Safety Inbox
- Update statuses
- Dismiss events
- Add manual event labels

### Coach drivers

- View your coaching queue
- Enter a Coaching Session and coach drivers by behavior
- Mark behaviors as coached
- Capture signatures

### Manage vehicle safety

- Review and resolve unsafe DVIRs

### Investigate incidents and false claims

- Filter pages and reports by date
- Download footage
- Request additional footage by date and time via Video Retrieval
- Prove or disprove proximity to a location-based claim via Proximity Search

### Measure safety improvements

- Analyze trends in the Safety Overview
- Identify Risk Factors and Key Contributors in the Safety Overview
- Evaluate areas for improvement with the Fleet Benchmarks Report

## 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 will be used.

## Provide additional training resources

In addition to virtual trainings, you may want to send your team follow-up materials that they can reference on their own time. Samsara offers a variety of learning formats—from virtual courses to live workshops—that can help get your team up-to-speed quickly. Below are a few of our favorite training resources:

**Training Center:** The Samsara Training Center is an online resource that provides guided training paths and hundreds of short tutorial videos. Learn more at [samsara.com/support/training](https://samsara.com/support/training).

**Help Center:** Our online Help Center is a great resource for Samsara product information. Have a question? Find the answer at [kb.samsara.com](https://kb.samsara.com).

**Webinars:** Learn how to use the latest features from Samsara product leaders and get tips from our community of experts. Register for upcoming webinars at [samsara.com/webinars](https://samsara.com/webinars).

**Newsletter:** Every month, we send a newsletter highlighting helpful tips and tricks as well as relevant industry news. Sign up for our monthly newsletter at [samsara.com/content/newsletter-signup](https://samsara.com/content/newsletter-signup).

**Customer Tips:** Check out tips and tricks from Samsara super users and learn how to get the most out of your Samsara products. See tips from our community at [samsara.com/customers/tips](https://samsara.com/customers/tips).

### PRO TIP

#### See the latest features with the What's New feed

Stay up-to-date with the latest features, improvements, and bug fixes from Samsara—right within your dashboard. When logged in, click on your profile icon, then select **What's New** to scroll through recent posts about new features. Our monthly newsletter also recaps new features.

## Encourage consistent use and proactively solicit 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.

## Build consistent driver coaching processes

Consistency is key to effective driver coaching. With Samsara, you can build workflows that help you coach drivers consistently and effectively at scale.

### Clarify roles, responsibilities, and SLAs

Before you begin coaching drivers with Samsara, make sure to clarify your team's roles, responsibilities, and service-level agreements (SLAs). This will help avoid confusion and ensure accountability, which are key to maintaining fairness and consistency. Here are a few questions to consider:

- Who is responsible for reviewing events?
- Within what timeframe should they update the status of events?
- Who is responsible for coaching drivers?
- Within what timeframe should a coaching conversation with the driver be held?
- How will drivers be coached (in-person, via phone, etc.)?

### The importance of consistent, video-based driver coaching

# 87%

of commercial vehicle crashes are [due to driver error](#)<sup>16</sup>.

# 52%

[decrease in safety-related events](#)<sup>17</sup> when driver coaching is used in combination with telematics and dash cams.

16. [s3-us-west-2.amazonaws.com/corpweb-static/pdf/20190218+Samsara+Safety+Bank/NSTSC+Guidance+Document+-+Effective+Use+of+Onboard+Safety+Monitoring+Technologies.pdf](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)

17. [s3-us-west-2.amazonaws.com/corpweb-static/pdf/20190218+Samsara+Safety+Bank/NSTSC+Guidance+Document+-+Effective+Use+of+Onboard+Safety+Monitoring+Technologies.pdf](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)

## Create and document scalable coaching procedures

Once your roles, responsibilities, and SLAs are clearly defined, make sure to document your coaching procedures so that managers and drivers know exactly what to expect. Consider adding to your safety policy:

- What events will be coached vs. not
- How and when coaching will occur
- Any zero-exception behaviors
- A clearly-defined process for disciplinary actions

See more tips for updating your safety policy on [page 15](#).





## Tips for building an effective, scalable coaching process

- Familiarize drivers with coaches**

Ensure coaches introduce themselves to drivers before reviewing safety-related events. Even a virtual introduction can go a long way in fostering a friendly relationship.
- Proactively coach drivers with in-cab alerts**

Samsara AI Dash Cams can detect and alert drivers to risky behaviors in real time, helping prevent incidents before they happen. This means Samsara can proactively coach drivers in the moments that matter—so events don't happen in the first place, and you have fewer events to review.
- Create admin alerts for critical safety events**

Set up admin alerts for a few behaviors you want to target (such as speeding) to help your back office focus on what matters most.
- Define a clear alert protocol**

Clarify what should happen after a manager receives a safety-related admin alert, so follow-up is clear and consistent. For example: after three distracted driving alerts in the same trip, call the driver and ask them to stop the vehicle.
- Streamline events for coaching**

You can set up certain events to go immediately into your coaching queue without review. Samsara recommends that particularly risky events (such as crashes) are configured to go straight to coaching.
- Follow your safety policy**

Define how and when coaching will occur in your safety policy—and always follow those agreed-upon processes.
- Automate coach assignments**

Our automatic Coach Assignment feature can help streamline event review and ensure accountability. Once a coach is assigned to a driver (or group of drivers via Tags), their Safety Inbox events will be automatically assigned to that coach by the end of the driver's trip.
- Provide 1:1 feedback**

Coaching Sessions make it possible for coaches to view a summary of behaviors that require coaching per driver. Coaches can drill down into behaviors and view footage of events related to that behavior. Coaching based on repeated behaviors saves time and is more effective, since it makes repeated habits easier to identify.
- Don't forget about positive recognition**

The [NSTSCCE](#) found that a good coaching program “must provide feedback on safe driving behaviors, rather than only risky behaviors, or the process will be viewed negatively.” In your Safety Inbox, you can “star” footage of excellent driving to highlight during safety meetings.
- Prioritize accountability and consistency**

When it comes to coaching, consistency and fairness are critical. Use the Coaching Summary to understand whether coaching is happening in a timely and consistent manner across your fleet. For any given coach, you can review a summary of events coached, reviewed, and dismissed.

## CASE STUDY—ABF FREIGHT

## Coach drivers at scale with clear processes and workflows

ABF Freight is the LTL subsidiary of ArcBest, the 14th largest for-hire fleet in the United States. With 1,600 road vehicles, 2,700 city vehicles, and almost 7,000 drivers, they needed a streamlined system for reviewing incident footage and coaching drivers.

With Samsara, ABF Freight has been able to coach drivers more consistently and effectively, resulting in a **13% decrease in preventable incidents**. Here's how they coach thousands of drivers effectively at scale:

- **They have a clear process for reviewing events:** Safety managers review incidents and mark them as “Needs Coaching” if it warrants followup. Then, they assign the event to the driver’s manager for coaching.
- **They root their coaching sessions in video-based feedback:** The driver’s manager gets an email from Samsara when an event is assigned to them for coaching. Then, they have a conversation with the driver, during which they show them the footage and walk through what they did and what they could improve. “The footage from the Samsara dash cams really paints a picture,” said Director of Safety & Security Josh Lovan. “Drivers can observe from a different perspective and managers can see exactly what the driver was facing. That level of detail makes all the difference.”
- **They use Safety Scores to maintain fairness and track improvements over time:** When paired with each drivers’ Samsara Safety Score, coaching becomes less subjective and more concrete. “We share that Safety Score with the driver so he can objectively see how he is doing,” said Lovan. “If he has questions, our coaches will go into depth and explain how the score was calculated and how to improve that score.”



### KEY TAKEAWAYS

- The key to effective coaching is consistency.
- Create a clear process for reviewing and assigning Safety Inbox events.
- Root your discussion in video-based feedback.
- Reference drivers’ Safety Scores to make coaching less subjective, maintain fairness, and track improvements over time.



# 04

## Program refinement

### IN THIS PHASE

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- **CASE STUDY:** Fuel long-term driver engagement with safety-based rewards 44
- Plan for continued training and communication 45
- Measure improvements and maximize your ROI 46
- **CHECKLIST:** How to measure the ROI of your video-based safety program 47
- **CASE STUDY:** Maximize your ROI by decreasing litigation and insurance costs 51



# Introduce a safety rewards program

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 and fueling engagement.

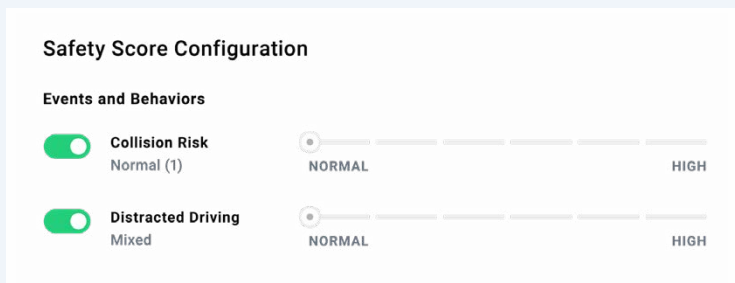
## Establish clear expectations

Just like with coaching, setting clear expectations for your rewards program is critical. Drivers should know exactly how they're being evaluated and where they stand compared to their peers. You can use Samsara Safety Scores—which are automatically calculated based on a configurable combination of different safety events and behaviors—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 [Help Center](#)) so they understand how to improve, giving them ownership over their own performance.

### PRO TIP

#### Customize how Safety Scores are calculated

You can customize how Samsara calculates Safety Scores by setting different weights for various types of events. See best practices for Safety Score Configuration on [page 22](#).



## Why invest in rewards?

# 79%

of employees say they [work harder](#)<sup>18</sup> when they feel recognized.

# 83%

employees say that rewards make them feel [more engaged](#)<sup>19</sup> with their job.

# 48%

[fewer safety incidents](#)<sup>20</sup> occur at companies with more engaged employees.

18. [go.globoforce.com/rs/862-JIQ-698/images/ROIofRecognition.pdf](https://go.globoforce.com/rs/862-JIQ-698/images/ROIofRecognition.pdf)

19. [go.globoforce.com/rs/862-JIQ-698/images/ROIofRecognition.pdf](https://go.globoforce.com/rs/862-JIQ-698/images/ROIofRecognition.pdf)

20. [www.gallup.com/workplace/236927/employee-engagement-drives-growth.aspx](https://www.gallup.com/workplace/236927/employee-engagement-drives-growth.aspx)

## Create friendly competition

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. This is called “gamification”—and it plays into human psychology in a way that’s extremely effective. Use a fleet-wide or terminal-specific leaderboard to encourage friendly competition and motivate drivers to improve their ranking.

### PRO TIP

#### Allow drivers to see their rankings via the Driver App

Admins can enable the Safety Leaderboard in the Samsara Driver App by navigating to [Settings > Driver App > Features > Driver Scores](#) and toggling on [Safety Leaderboard](#). Once enabled, this will allow drivers to see how their Safety Score compares to the scores of other drivers.

#### Top Drivers

<a href="#">KARI FREEMAN</a>	▲ 2 pts	99
<a href="#">DARREL DIAZ</a>	▲ 0 pts	99
<a href="#">ELOISE JOHNSON</a>	▲ 1 pt	99
<a href="#">EDUARDO GREER</a>	▲ 0 pts	98
<a href="#">JOHANNA FRAZIER</a>	▲ 0 pts	98

## 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 incident could represent 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



Personalized thank you card



Company-wide recognition



Company-branded gear



Salary bonus



Extra vacation day



Coffee and donuts

## Help all drivers succeed

Rewards should 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 they have an equal opportunity to succeed by distributing rewards monthly or quarterly rather than yearly.



#### KEY TAKEAWAYS

- Enable 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.

#### CASE STUDY—DOHRN TRANSFER COMPANY

## Fuel long-term driver engagement with safety-based rewards

Dohrn Transfer Company is a leading LTL carrier in the Midwest with more than 500 vehicles, 650 drivers, and 21 terminals. Through safety-based coaching and rewards, they achieved an **88% decrease in harsh events and 10% decrease in driver turnover.**

Beyond allowing drivers to see their rankings in the Samsara Driver App, Dohrn's Director of Safety Troy Winthurst came up with a creative way to keep their large fleet of drivers engaged with their safety program.

"Turning on gamification allowed our drivers to see their weekly Safety Scores at a corporate level. After we saw how much that engaged people, we started posting monthly Safety 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 Safety Scores. The top line-haul and city drivers with the best 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.

## Plan for continued training and education

Even after your safety program is officially launched and your day-to-day coaching processes are running smoothly, don't forget the importance of ongoing training and communication—key elements of long-term success.

### Hold recurring meetings or Q&As

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?



# Measure improvements and maximize your ROI

What's the best way to measure the impact of your program?

The answer is unique to every organization, but we have developed reporting tools and frameworks to help you measure improvements and maximize your ROI.

## Track safety improvements with Samsara reporting and analytics

In phase one, we used these Samsara reports to help set goals. Now, you can use them to track safety trends, identify areas for improvement, measure success, and report progress to executives:

**Safety Overview:** The Safety Overview provides an overall landing page for key safety data. With the Safety Overview, you can view high-level safety trends, filter by Tags to see segmented trends, and identify granular Risk Factors that are impacting your Safety Scores. You can also set a Safety Score Target and track progress across your fleet.

**Fleet Benchmarks Report:** The Fleet Benchmarks Report compares your fleet's performance to similar fleets, providing insight into how you're trending relative to peers. This makes it possible to contextualize your safety data. This report is a great tool for understanding what is truly an area for improvement vs. what is meeting or exceeding peer benchmarks—so you can set more informed goals.

## Measure ROI across key areas

Because the effects of a video-based fleet safety program can be varied and widespread, they can be challenging to measure. In fact, many of our customers have found that the impact of Samsara extends beyond what they can measure in their Samsara dashboard. Although widespread impact is the ultimate goal of any successful program, it makes for a daunting challenge; where, when, and how do you start measuring ROI? On the next page, we've broken it down into six categories. Read on to see our recommendations for when and how you can measure ROI across each of these areas.



# How to measure the ROI of your video-based safety program

## 01. Incidents

### WHAT TO MEASURE

Leading indicators of collisions, including harsh events and speeding

Number of incidents and incident-related costs

### WHEN TO MEASURE

3-6 months after beginning to coach drivers with Samsara

To see maximum impact, measure before and after allowing drivers to see their rankings in the Driver App.

### HOW TO MEASURE

Use the Safety Overview to view high-level trends related to the frequency of different risky behaviors and track your overall Collision Risk.

Separately, measure the frequency of incidents and incident-related costs before and after deploying Samsara.

## 02. Exoneration

### WHAT TO MEASURE

Not-at-fault incidents exonerated

False claim payouts avoided

### WHEN TO MEASURE

Start measuring this as soon as you exonerate a driver for the first time.

### HOW TO MEASURE

Keep track of how many not-at-fault incidents and false claims you've exonerated drivers from with Samsara and estimate how much those incidents would have cost otherwise.



## 03. Insurance

### WHAT TO MEASURE

At-fault auto claims

Insurance premiums

### WHEN TO MEASURE

6-12 months after deployment  
(or after your insurance renewal)

### HOW TO MEASURE

Keep a spreadsheet of auto claims from before and after Samsara.

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.

## 04. Maintenance

### WHAT TO MEASURE

Frequency of safety-related maintenance work

Maintenance costs associated with incidents or brake pads wearing down

### WHEN TO MEASURE

6-12 months after deployment

### HOW TO MEASURE

Keep track of safety-related maintenance work and associated costs, including incident repairs and brake pad replacements.





## 05. Retention

### WHAT TO MEASURE

Driver retention (or alternatively driver turnover)

### WHEN TO MEASURE

3-6 months after introducing a safety-based rewards program

### HOW TO MEASURE

Compare your turnover rate from before and after deploying Samsara.

For maximum impact, measure after launching a safety-based driver rewards program.

## 06. Brand

### WHAT TO MEASURE

CSA scores

Customer satisfaction

New business

### WHEN TO MEASURE

6-12 months after deployment

### HOW TO MEASURE

Compare your CSA scores before and after deploying Samsara.

Survey your customers or document new business influenced by your safety record or safety program.

## Gain inspiration from our community

One of the best ways to understand how Samsara could impact your organization is to see real results that other Samsara customers have achieved. Every organization is unique, but third-party examples can be helpful for long-term goal-setting and inspiration. A recent survey revealed:

- **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.

## What could you achieve with Samsara? Real results from our community

Here are just a few of the ways our customers have improved safety and reduced costs with Samsara:

- [GP Transco<sup>21</sup>](#) achieved a **50% decrease** in tailgating through video-based coaching. “Coaching with Samsara makes a huge impact on our safety. [Video] offers our drivers different kinds of insights that they didn’t have before.” said Safety Fleet Manager Steven Stworzyjanek.
- [ACV Enviro<sup>22</sup>](#) achieved a **60% decrease** in incidents, in part by using in-cab alerts to proactively alert drivers to risks in real time. “The AI is unbelievable and we’ve seen huge drops in harsh events,” said Vice President of Environmental Health & Safety Donna Miller. “It gives us more visibility than we could have anticipated.”
- [Sprint Waste<sup>23</sup>](#) achieved a **decrease in their already stellar driver turnover rate to just 25.6%** (3x lower than the industry average) by improving coaching consistency and creating a positive culture around safety. “We have a significantly better retention level than most companies in our peer group, and I think part of that is because of how we use Samsara,” said President Dave Nelson.
- For more stories from our customers across an ever broader range of industries, visit [samsara.com/customers](https://samsara.com/customers).

21. [www.samsara.com/customers/gp-transco](https://www.samsara.com/customers/gp-transco)

22. [www.samsara.com/customers/acv-enviro](https://www.samsara.com/customers/acv-enviro)

23. [www.samsara.com/customers/sprint-waste-services](https://www.samsara.com/customers/sprint-waste-services)

## CASE STUDY—SPRINT WASTE

## Maximize your ROI by decreasing litigation and insurance costs

**Sprint Waste Services is a waste transportation and container rental company with 14 locations, 400 vehicles, and 300 drivers. In 2019, they exonerated drivers from 52% of all incidents with footage from Samsara, driving impactful cost savings for their business.**

With Samsara, Sprint Waste is able to avoid “he said, she said” situations, saving their business potentially millions of dollars in avoided lawsuits. As soon as a crash occurs, Samsara sends a real-time email alert to the appropriate operation managers (based on the vehicle Tags they have configured). Within minutes, footage from the incident is auto-uploaded to their Samsara dashboard, and they can easily send the video to the driver to share with law enforcement at the scene. “In previous years, a lot of those accidents would be inconclusive, and we would get sued. Now, we can exonerate our drivers on the spot. No lawsuit, no insurance claim,” said President Dave Nelson.

Not all “he said, she said” situations are related to crashes or harsh events. Sometimes, Sprint Waste wants to pull extra footage that’s not associated with an incident and not auto-uploaded to the Safety Inbox. For those situations, they use Samsara’s Proximity Search and Video Retrieval features—which allow you to search by location to see which vehicles were nearby during a specific time frame and then pull footage from that time and place—to exonerate their drivers from false claims.

As a result, Samsara has helped protect the company’s long-term profitability by driving down insurance costs. “If not for Samsara and the safety improvements Samsara helped drive, our premium increase would have been closer to the 30% or 40% seen throughout the market, rather than 12%,” said Nelson. “We estimate that we saved approximately \$500,000 in real, out-of-pocket insurance premiums at our last insurance renewal.”



### KEY TAKEAWAYS

- One of the biggest ways Samsara can deliver ROI is by protecting your business from costs associated with not-at-fault incidents and false claims.
- Exonerate drivers from not-at-fault incidents with auto-uploaded footage, and avoid false claims and with on-demand Video Retrieval and Proximity Search.
- Talk to your insurance provider about how you’re using Samsara; you may be able to secure premium savings due to decreased risk.

## Your partner for the road ahead

Beyond Video-Based Safety, Samsara can support other parts of your business, too—from Equipment Monitoring to Site Visibility. Samsara provides AI safety programs, real-time visibility, workflows and reporting, and a full ecosystem to help transform your business and increase the safety, efficiency, and sustainability of your operations.

During deployment, your Samsara Customer Success Manager or 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 with deployments that qualify, our Customer Success team can also offer:

- Onsite support throughout implementation and training
- Business review and ROI analysis during the 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](https://samsara.com/support)

**Phone:** +1 (415) 329-6900





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

## 1. PROGRAM DESIGN

### Define your goals

- Establish a baseline of your current performance
- Choose goals that are measurable and good indicators of long-term ROI

### Design an implementation plan

- Align internal stakeholders
- Create an installation plan
- Update your safety policy

## 2. CONFIGURATION AND INSTALLATION

### Configure your dashboard

- Create admin roles
- Add drivers
- Create safety-related admin alerts
- Configure key safety settings
- Enable optional event detection and in-cab alerts in stages

### Streamline Installation

- Complete your installation plan
- Activate your hardware

## 3. COMMUNICATION AND TRAINING

### Communicate transparently and build trust

- Survey drivers to hear their concerns
- Dispel myths early on
- Hold regular listening sessions

## (CONT'D)

### Train your core team, managers, and drivers

- Empower your core team and managers first
- Have managers train your field staff and drivers
- Provide additional training resources
- Encourage consistent use and proactively solicit feedback

### Build consistent driver coaching processes

- Clarify roles, responsibilities, and SLAs
- Create and document scalable coaching procedures

## 4. PROGRAM REFINEMENT

### Introduce a safety rewards program

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

### Plan for continued training and education

- Hold recurring meetings or Q&As
- Encourage feedback from admins and employees in the field

### Measure improvements and maximize your ROI

- Track safety improvements with Samsara reporting and analytics
- Measure ROI across key areas



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[samsara.com/free-trial](https://samsara.com/free-trial)