CONNER STRONG & BUCKELEW

RISKINSIGHTS

SAFETY SOLUTIONS FOR YOUR BUSINESS

PREVENTING DISTRACTED DRIVING WITH TECHNOLOGY

Distracted driving can be a significant risk for companies that operate vehicles, whether for deliveries, sales visits or transportation services. Even a momentary lapse in drivers' attention can lead to accidents, injuries and fatalities.

Employers have access to various technologies designed to mitigate distracted driving risks and ensure safer driving habits among their workforce. These technologies, including AI-powered monitoring systems and mobile device management solutions, provide real-time insights and proactive interventions to help prevent distractions behind the wheel.

This article explores the reasons to use technology and an overview of some of the technologies available to help address the risks of distracted driving.

WHY USE TECHNOLOGY?

Employers have a responsibility to keep their employees safe. A component of this obligation is to minimize employees' riskybehavior behind the wheel. Enforcing good driving habits not only enhances employee safety but also helps protect employersfrom liability. Many states have laws that prohibit drivers from using handheld cellphones for calls or texting, making it evenmore important for businesses to be aware of their employees' driving behaviors. Using technology to reduce distracteddriving ensures adherence to legal standards and safety regulations, allowing employers to avoid potential fines and penalties.

By incorporating technology, companies can greatly reduce the chances of accidents and injuries caused by phone use or otherdistractions. Tools such as telematics, mobile device blocking apps, monitoring systems and voice-activated features can help keep drivers focused on the road. Businesses that prioritize safe driving practices demonstrate a commitment to employeewell-being. Additionally, by investing in technology to prevent distracted driving, employers can create safer, more responsible drivers.

TECHNOLOGY AVAILABLE TO USE

Employers have access to various tools that can minimize driver distractions and improve road safety.

Telematics Systems

Telematics systems are an effective way to monitor driving behavior. These systems can track speed, sudden braking andphone usage while driving, providing valuable insights into employee driving habits.

Dash cameras are normally used in conjunction with telematics and artificial intelligence (AI)-based monitoring. AI-basedmonitoring uses AI and machine learning to detect and prevent risky driving behaviors by

using in-vehicle cameras, computervision and sensor data to identify distractions like mobile phone use, drowsiness, eating or looking away from the road. Thesesystems issue alerts to the driver and can notify their employers of the issue, allowing for corrective action before an accident occurs.

Telematics can serve as a valuable coaching tool. Since these systems can capture data and send notifications or recordedvideo clips to the employer, the employer can then review that data and use it to train the driver on what they could have donedifferently. Using real-life events to train employees in this way can be very effective.

Mobile Device-blocking Technology

Another option employers can use is mobile device-blocking technology, which prevents employees from using their phoneswhile driving. Certain apps and in-vehicle systems can automatically disable texting, calling and app usage, reducing thetemptation to engage in distractions. Employers can enforce these restrictions as part of their distracted driving policy toensure compliance with these safety requirements.

Driver Monitoring Systems

Driver monitoring systems use a camera in the vehicle to monitor a driver's head position, eye and facial movements todetermine any signs of drowsiness or inattention. Cameras are used to capture and analyze data. That information is thenanalyzed by two modules: one for the driver's head position and one for eye-closure recognition, which determines drowsinessbased on the continuity of eye closure. When either a change in head posture occurs, suggesting inattention, or continuous eye closure occurs, indicating drowsiness, these systems send a visual or audible alert to prompt the driver to pay attention to the road.

Voice-activated Technology

Hands-free communication systems can help reduce manual distractions. Employers can encourage the use of voice-activatedtechnology for necessary communications, such as GPS navigation or work-related calls, while ensuring employees keep theirhands on the wheel and eyes on the road. Although this doesn't remove the risk of distracted driving, it can help mitigate distractions.

CONCLUSION

By utilizing technology to minimize distracted driving, employers can proactively prevent dangerous behaviors, enhancecompliance, improve employee awareness and create a safer driving environment.

Contact us today for additional distracted driving resources.