



THE STATE OF **DRIVER MONITORING**

Continuous monitoring of driver motor vehicle records (MVRs) gives fleet managers a powerful tool to identify risky behaviors, correct them, and avoid the potential for costly liability.

SuperVision[™]
Always looking out for your fleet.



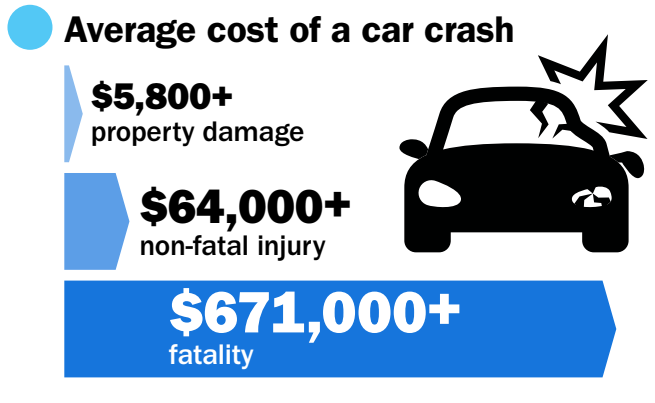
Safety awareness from “click-it” programs for seat-belt awareness to anti-distracted driving campaigns have done a good job making employee/drivers aware of and fostering safe habits in their daily driving practices. But they only go so far. There is a powerful tool that every fleet has at its disposal — and should be taking advantage of — to pinpoint the riskiest drivers in the fleet and take action before a crash or a fatality occurs — continuous driver monitoring. The results are telling — fleets become more efficient, the bottom line for the company is improved,

and safety for the fleet and society as a whole is improved.

The motor vehicle record (MVR) is the key document fleets and the companies they serve use to measure the suitability of a job candidate or a driver/employee to operate a vehicle on company time. Most fleets pull this record when a driver/employee is in the process of being hired and fewer still pull the record yearly. This opens a fleet to the potential of liability, which could cover a range of driver actions from rear-end collisions to fatal accidents.¹ Continuous MVR

monitoring offers fleets a better picture of their drivers’ risk profile.

The state of driver monitoring is divided into two broad camps: Fleets that perform MVR monitoring the “old way,” i.e., once a year, and fleets that perform MVR monitoring the “new way,” i.e., continuously. As will be shown below, the new way of continuous monitoring has numerous advantages over the old. Most important of all, continuous monitoring will save fleets and the companies they serve the costs associated with risky drivers.



Getting the Highest Value

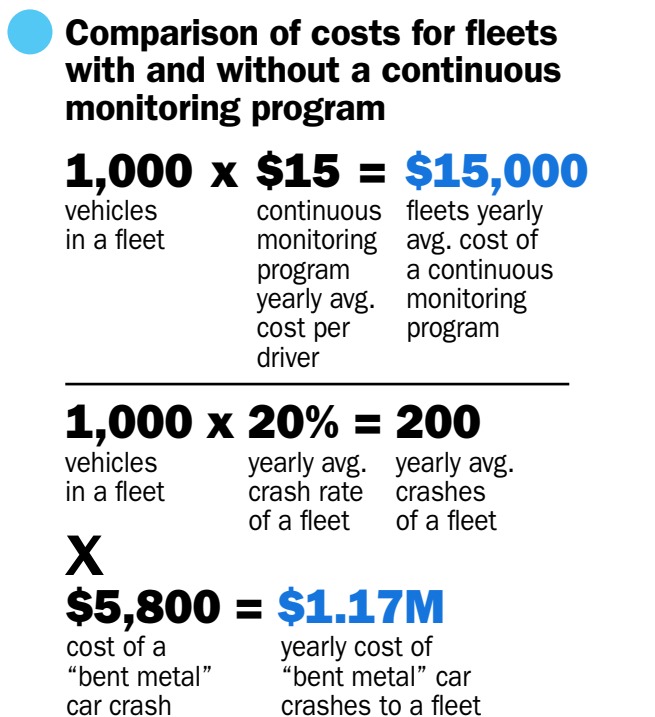
It can’t be emphasized enough, minimizing the effects of or removing risky drivers from a fleet is the highest value a fleet can gain from its safety program, not only because it protects lives, but goes directly to protecting a company’s bottom line.



Recent research done by the Network of Employers for Traffic Safety (NETS) found that the total cost of crashes to employers was \$25.17 billion for on-the-job crashes. Missed days of work amounted to 155,000 due to on-the-job crashes. An individual crash with just property damage (i.e., a “bent metal” vehicle crash) costs on average more than \$5,800, a non-fatal injury crash costs 10 times as much or more than \$64,000, and a fatality 10 times as much (and 100 times more than a bent-metal crash) at more than \$671,000.²

While there are many ways a fleet could have avoided this potential series of escalating costs, an investment of just \$15 — the average cost of a continuous monitoring program for an individual driver for one year — would have saved the fleet and its company tens of thousands of dollars in liability costs and damaged reputation.

And this is just for a single driver. Across the fleet industry it is accepted that fleets — on average — have a crash rate of about 20% each year. For a fleet of 1,000 vehicles that’s about 200 crashes per year for an average cost of more than \$1.17 million per year for property damage crashes alone.³ Taking the \$15 average per-driver cost for a continuous monitoring program, an



SuperVision Customer Testimonial



“With a traditional provider, we would receive bundles of all our drivers’ MVRs at once, which overwhelmed our staff. With a continuous monitoring solution, we can spread this out.”

— *director of safety for a utility*

investment of \$15,000 across the fleet (assuming that there is a one-to-one relationship between the driver and the vehicle) is just a fraction of the net savings the fleet and the company could realize.

That being said, there are still fleets that continue to pull MVRs the old-fashioned way and are faced with the pitfalls of that outdated approach.

SuperVision Customer Testimonial



“Most of our drivers are on the road and not at home to receive notices in the mail. With continuous monitoring, we get notices before they do.”

— *fleet manager for a telecom/cable company*

Old Way: The Once-a-Year MVR

While an argument can be made that it’s perfectly acceptable to pull an MVR once per year — particularly if the driver in question has had a consistently clean record — it’s that small number of drivers who are responsible for the majority of accidents. This means pulling an MVR just once a year isn’t benefiting the consistently good driver, but the risky one. For instance, if a driver gets in trouble soon after the MVR is pulled, he or she has a “grace period” of almost a year before a potentially costly source of liability is discovered.⁴ Hopefully, the driver doesn’t have a minor or serious crash during this year-long period of non-discovery.

Depending on the violation, a driver’s risk profile and that of the entire fleet could be compromised. And, while

the driver may be enjoying a “grace period” between checks, if involved in a crash during this time, a determined plaintiff’s attorney will likely find any violations on the driver’s record. This causes the fleet and its company even more serious problems, since driver behavior is the biggest source of fleet liability.⁵

There is also the “deep pocket theory” of litigation that often comes into play, which is an assumption of a company’s extensive financial wealth or resources. Many times individuals will sue a company, even if it’s frivolous, on the assumption that there will be a settlement because the company has “deep pockets” to pay up.⁶ What’s the result no matter the severity of the crash? An impact to the company’s bottom line and its brand reputation because of potentially harmful publicity.

So why would fleets practice the old way of MVR monitoring? While a once-a-year MVR check has serious drawbacks, it is understandable why some fleets continue to follow this route:

- MVR requests can be expensive and time consuming with states such as Louisiana requiring expensive certified checks for the request to be fulfilled.
- Some fleets don’t see enough violations to consider anything beyond a yearly MVR pull as worthwhile.
- Some fleets may assume that once-a-year MVR checks will save time, but that isn’t necessarily the case. Yearly MVR requests can use up valuable staff resources going through all the MVRs for a single year at once as opposed to a fleet manager using exception reporting techniques to order MVRs only for drivers who have a reported violation.

No matter the perceived positives of a once-a-year or less MVR check, this method has the potential to be significantly more expensive than continuous monitoring due to the potential for the liability consequences.

SuperVision Customer Testimonial

“Ease of use [was the deciding factor. We went with [SuperVision, which had] the easier-to-navigate website and simpler system.”

— safety coordinator for a delivery services company

New Way: The Continuous MVR

While the old system of pulling an MVR yearly can yield violations, continuous MVR monitoring allows the fleet manager to receive violations as they occur — eliminating the pitfall of the yearly “grace period.” By getting this information sooner, the fleet manager can take immediate corrective action with the driver, from remedial driver training up to dismissal for serious offenses.

This method:

- Improves the fleet risk profile by giving fleet managers the opportunity to coach a valuable employee who may have correctable behaviors before their driving habits become a liability, and flag drivers with serious offenses.
- Helps a fleet in cases of liability because it can show a jury that it was taking corrective action and not just going through the motions of pulling the MVR.⁷
- Is automated and managed by a company specializing in this service, which eliminates the need for additional staff time and cuts the burden and expense of additional costs, e.g., fees associated with certified checks charged by the states.
- Eliminates the headaches associated with processing a year’s worth of MVR checks for low- and high-risk drivers at the same time.

Additional Benefits of Continuous Monitoring

The Alerts: Because continuous MVR services are web-based, it makes monitoring MVRs almost effortless by comparison to the once-yearly MVR check. Fleet managers typically receive as-they-occur alerts about violations, suspensions, or revocations. Services, such as SuperVision, also alert fleet managers about non-moving violation-related suspensions, such as unpaid child support or unpaid parking tickets.

The Sophistication: Convenience can often be as powerful a factor for a company to turn to a continuous monitoring company as price.

The Personalization: Continuous MVR monitoring services are often customizable to the needs of the fleet. For instance, SuperVision allows a fleet to manage

MVRS & THE ROLE OF THE FLEET MANAGER

Often the initial MVR pull is done during the hiring process without the fleet manager’s input. In fact the decision on what background company is used is often made by a department with little knowledge of driver safety and liability risks.

Because the decision is taken out of fleet’s hands, the quality of the data can be difficult to determine.

“I’m not sure about satisfaction, HR deals with this,” said a fleet analyst for a delivery services company.

Costs and inefficiency can also cause headaches for fleet managers and stakeholders when using a background check provider that may not have been chosen by the fleet.

“There is always space for improvement, and there are some aspects that could be improved as [our current provider] is not that easy to use,” said a safety manager for a delivery services company.

This is why fleet departments should always make sure they are involved in the decision-making process about the background check vendors selected to vet driving records. Receiving the most accurate and useful information possible will save the fleet and the company headaches and potential liability costs in the long term.

user and system preferences, create customized monitoring schedules, import and manage driver rosters, and access the service via a desktop, laptop, tablet, or mobile app. The mobile app can send push notifications to fleet managers and other designated company leadership.

The Footprint: Particularly beneficial for a nationally dispersed fleet, continuous monitoring services have a national reach that simplifies navigating different state laws and formatting different reporting and coding styles into a single, simplified report. If the continuous MVR monitor-

SuperVision Customer Testimonial

“Coverage and alert frequencies [were important to us]. We switched over to SuperVision, because it has better relationship with states for tracking.”

— *director of safety for a delivery services company*

ing company has a national reach and good relationships with states' Department of Motor Vehicles (DMV), then, as questions arise that could cause a delay in receiving a report, it will be able to resolve them with minimal disruption to the ongoing reporting schedule.

A national footprint is another important factor why fleets will choose a particular continuous MVR provider.

The Dedication: In addition, some MVR monitoring companies, such as SuperVision, provide its fleet clients with a dedicated account representative, adding to the efficiency of the monitoring process.

About SuperVision

SuperVision is a driver license monitoring service from Explore Information Services, which has been providing risk data services to commercial fleets, insurance companies and government entities since 1989. With the industry's easiest-to-use web-based application and straightforward nationwide pricing, we've simplified driver license monitoring. No other service monitors more drivers, provides faster alerts, or matches SuperVision's infrastructure, expertise and customer service. See how easy it is to discover driver violations with the only driver monitoring service to cover all 50 states and D.C.

Resources

- ¹ It's Dangerous Not to Know. Automotive Fleet. July 2007. Accessed March 1, 2017. <http://www.automotive-fleet.com/channel/operations/article/story/2007/07/its-dangerous-not-to-know.aspx>
- ² Report: Cost of Motor Vehicle Crashes to Employers—2015. Network of Employers for Traffic Safety. Accessed March 1, 2017. <http://trafficsafety.org/costofcrashes/FindingsAtAGlance-NETSCostofCrashes-2015.pdf>
- ³ Report: Cost of Motor Vehicle Crashes to Employers—2015. Network of Employers for Traffic Safety. Accessed March 1, 2017. <http://trafficsafety.org/costofcrashes/FindingsAtAGlance-NETSCostofCrashes-2015.pdf>
- ⁴ “Achieving Fleet Safety Program Best Practices.” Automotive Fleet. July 2016. Accessed March 1, 2017. <http://www.automotive-fleet.com/channel/safety-accident-management/article/story/2016/07/how-to-achieve-fleet-safety-program-best-practices.aspx>
- ⁵ “How Fleets Can Minimize Liability Exposure.” Fleet Financials. February 2017. Accessed March 1, 2017. <http://www.fleetfinancials.com/channel/safety-accident-management/article/story/2017/02/how-fleets-should-handle-liability-exposure.aspx>
- ⁶ “How Fleets Can Minimize Liability Exposure.” Fleet Financials. February 2017. Accessed March 1, 2017. <http://www.fleetfinancials.com/channel/safety-accident-management/article/story/2017/02/how-fleets-should-handle-liability-exposure.aspx>
- ⁷ “How Fleets Can Minimize Liability Exposure.” Fleet Financials. February 2017. Accessed March 1, 2017. <http://www.fleetfinancials.com/channel/safety-accident-management/article/story/2017/02/how-fleets-should-handle-liability-exposure.aspx>