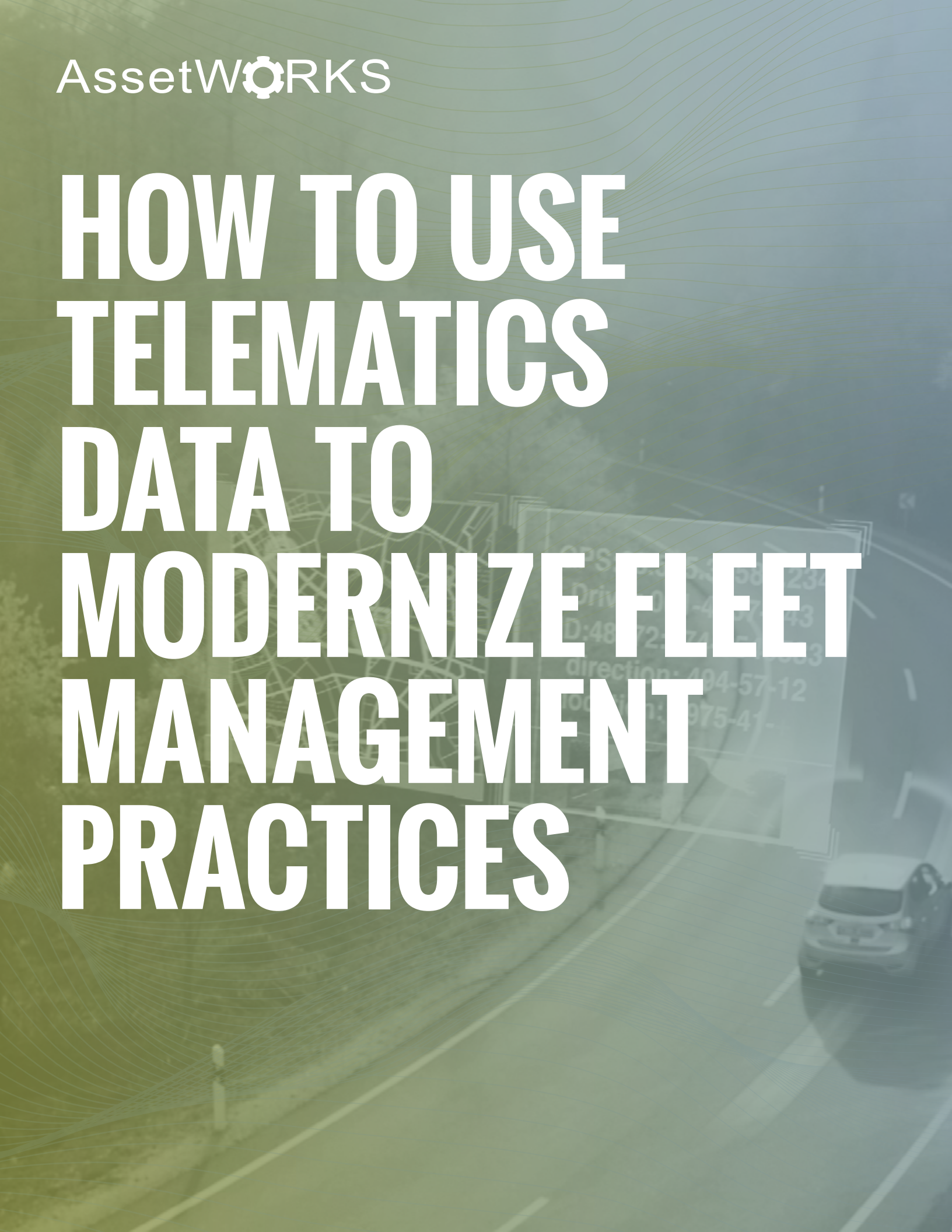


# HOW TO USE TELEMATICS DATA TO MODERNIZE FLEET MANAGEMENT PRACTICES



Telematics has been at top of mind for fleet managers for a few years now, to the point where fleets are either thinking about implementing the technology or already using it. What is this 'must-have' tracking technology, though? Telematics combines telecommunications and informatics to send, receive, and store data from vehicles in a fleet. The collected data provides insight into vehicle location, [driver behavior](#), and diagnostics.

Utilizing telematics allows fleets to efficiently monitor vehicle maintenance and gather data to streamline maintenance schedules and fuel consumption, ultimately improving operational efficiency. With real-time data on vehicle performance, fleet managers can make informed decisions regarding route planning and vehicle usage- resulting in lower costs and increased productivity in the long run.

Fleets can also use telematics for their drivers. Telematics can enhance driver safety by monitoring their behavior and identifying risky driving habits such as speeding or harsh braking. The tracking solution can provide real-time alerts to drivers and managers to mitigate potential accidents.

Adopting a modern mindset in telematics is crucial for staying competitive in a data-driven and artificial intelligence (AI) era, as it allows fleets to optimize operations, enhance safety, and reduce costs. By embracing modern practices, fleets can adapt to rapidly evolving industry trends and take advantage of long-term success and sustainability from telematics.

# Telematics optimizes fleet maintenance and fuel use, enhancing efficiency.

## THE SHIFT TOWARDS MODERN TELEMATICS

Enhancements in connectivity and communication protocols have enabled telematics systems to achieve seamless data transmission between vehicles and centralized systems- allowing for real-time monitoring, analysis, and decision-making, crucial for optimizing fleet operations and improving overall efficiency.

Technology driving the change to modern telematics includes artificial intelligence (AI). The technology has taken over telematics by allowing advanced data analysis of vehicle behavior and driver patterns, enhancing safety, efficiency, and predictive maintenance. AI processes vast amounts of telematics data to derive actionable insights, such as optimizing routes, detecting abnormalities, and improving overall fleet management, allowing fleets to embrace modern telematics.

**Key Technology driving the change to modern telematics includes artificial intelligence (AI).**

## ELECTRIFICATION MADE EASIER

Another unmentioned benefit of implementing telematics is that fleets can overcome any potential roadblocks to deploying electric vehicles into fleets. Fleets can use telematics data to evaluate the percentage of their vehicles that are good options for replacing with an electric vehicle (EV) by analyzing factors such as the following:

- Average and maximum distance traveled daily across different periods- monthly, quarterly, yearly, and seasonally.
- Tracking idling to see which vehicles are being used most for heating and cooling, a potential battery drainer.
- The ambient temperature, if extreme, would mean more vehicle heating and cooling- reducing the battery's life.

One of the biggest roadblocks for fleets with EVs is the high infrastructure cost required. Embracing modern telematics allows fleets to avoid implementing extensive charging infrastructure at their facilities. Instead, drivers can charge EVs at home, particularly those who live in complexes with charging facilities. Additionally, tracking at-home charging with telematics can streamline employee reimbursement processes, while automated reports can aid in payroll management.

## AI DASHCAMS IN MODERN TELEMATICS

Artificial intelligence (AI) dashcams are a big part of embracing the modern telematics mindset as they provide visual data analysis for a comprehensive understanding of driver behavior and road conditions.

The in-vehicle dual-facing cameras can capture the following events:

- Lane departure
- Distraction (texting, talking, eating, etc.)
- Careless driving
- Drowsiness
- Failure to obey traffic signs and signals
- Collision warnings
- No seatbelt
- Obstructed camera
- Heavy, medium, light hit while driving
- Tailgating
- Speed sign violation

Fleets need a dashcam that captures a close-up view of the driver. Managers can then set parameters for the mentioned events in their telematics solution to receive real-time alerts whenever concerning behavior occurs, allowing for the following benefits:

- Improved Driver Behavior – Monitoring and analyzing driver behavior through real-time alerts prevents accidents and promotes safer driver habits.
- Fraud Prevention – Deter fraudulent claims after incidents by having accurate and unbiased event records.
- Accident Records – Recorded incidents allow for quicker claim processing and fewer likely disputes.
- Insurance Cost Reduction – Fleet managers can use captured data to demonstrate driving habits for a reduction in insurance premiums.

**87%**  
of crashes in fleets  
are due to preventable  
driver behavior

**60%**  
decrease in collisions  
when dash cams are  
used

**86%**  
decrease in accident-  
related costs when dash  
cams are used

# Select a vendor offering customization options for your AI dashcam solution.

## SELECTING THE RIGHT AI DASHCAM

When you Google “AI Dashcams,” pages of vendors pop up. When selecting an AI dashcam vendor, there are several key factors to consider to ensure you choose a reliable and effective solution. Here are some important aspects to look for:

### Customization

Choose a vendor with customization options to tailor the AI dashcam solution to your fleet’s needs. This could include adjustable settings for sensitivity, notifications, and other parameters.

### Real-time Alerts and Notifications

The ability of the dashcam system to provide real-time alerts and notifications for events such as collisions, lane departures, or other safety hazards is essential for prompt action and intervention.

### Data Storage and Retrieval

Consider the data storage options provided by the vendor. The dashcam should have sufficient storage capacity to store video footage and offer easy retrieval and access to recorded data for analysis and review.

### Integration with Other Systems

If you use other fleet management or telematics systems, ensure that the AI dashcam solution can integrate seamlessly with these systems for comprehensive fleet monitoring and management.

AssetWorks’ AI Dashcam captures video from two cameras to analyze driver behavior to reduce distracted driving and collisions through driver coaching. This dual-facing camera configuration allows fleets to analyze events inside the vehicle and on the road ahead. These events are integrated directly into AssetWorks’ software solutions so fleet managers can answer questions like ‘Is tailgating impacting our brake pad life?’ This information can lead to new opportunities to reduce fleet operating costs.



## MAKE DRIVERS FEEL COMFORTABLE

You often hear AI dashcams compared to Big Brother, but that does not have to be the case. It is essential to start by reviewing driver and union contracts to ensure compliance and avoid potential violations. Once managers have the green light to move forward, they should maintain open and transparent communication about the dashcam's use and access. Including drivers in the policy, creation is crucial for their acceptance.

Managers should also ensure they communicate the complete benefits, such as enhanced safety measures and protection against false insurance claims. To help drivers feel more comfortable about achieving these benefits, managers should implement a reward system for safe driving behaviors that incentivizes acceptance. Avoid singling out individuals and assess driver behavior collectively rather than targeting specific drivers. Utilizing tools like heat maps to identify trends and areas for improvement fosters a supportive atmosphere conducive to enhancing overall performance and safety standards. Consistently reminding everyone of the shared goal of safety, supported by telematics data showing significant reductions in incidents and costs, will help reinforce the impact of AI dashcams for drivers and the organization.

**We at AssetWorks  
want to help your  
fleet embrace the  
telematics mindset.  
To learn more about  
our telematics  
solution, visit  
[assetworks.com/  
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