



Best Practices for Building a Video-Based Safety Programme

with Samsara AI Dash Cams

An aerial photograph showing rows of solar panels in the upper left, a multi-lane highway running diagonally across the middle, and a dense forest of green trees in the lower right. A large white circle is centered over the image, containing the text.

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 programme, 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 programme is a positive addition to your company's culture. In this guide, we've distilled change management best practices and learning 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 programme that delivers meaningful ROI for your organisation.

Samsara safety solutions



Video-Based Safety

Samsara's Video-Based Safety solution offers real-time visibility with 360° HD video, video-based coaching workflows, AI-detected safety events and voice coaching, and seamless, cloud-based video retrieval.



Vehicle Telematics

Samsara's Telematics solution offers a single command centre to streamline fleet management from the field to the back office. With to-the-second GPS tracking, real-time vehicle diagnostics, Tachograph compliance and a modern mobile experience for drivers and admins, Samsara Telematics transforms productivity, safety and efficiency across your fleet.



Site Visibility

Site Visibility is an onsite camera solution that uses AI-detections, intelligent search features and real-time alerts so customers can proactively protect employees from onsite threats and extend safety programmes from the field to facilities.

ADDITIONAL SAMSARA SOLUTIONS

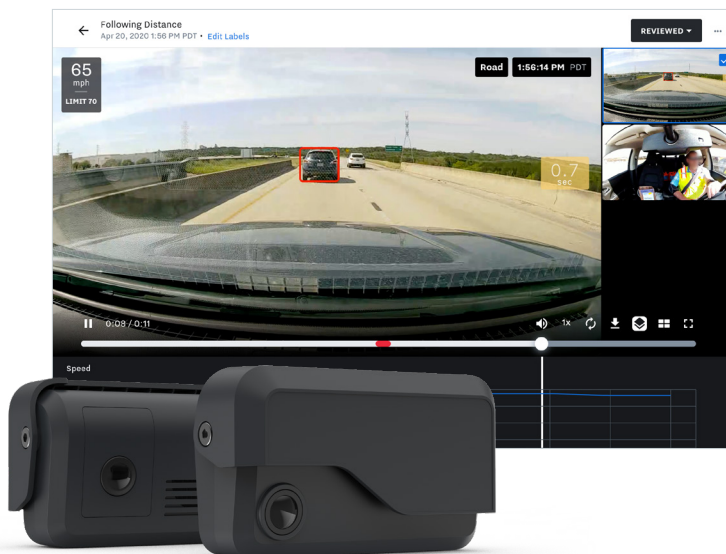
[Apps & Driver Workflows](#)

[Site Security](#)

[Samsara Platform](#)

ABOUT SAMSARA

Samsara is the pioneer of the Connected Operations™ Cloud, which is a platform that enables organisations that depend on physical operations to harness Internet of Things (IoT) data to develop actionable insights and improve their operations. Samsara operates in North America and Europe and serves tens of thousands of customers across a wide range of industries. The company's mission is to increase the safety, efficiency and sustainability of the operations that power the global economy.



Four phases of building a successful video-based fleet safety programme.

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How long does each phase take?

Every organisation is different. How long each phase takes will depend on the size of your fleet, complexity of your organisation and details of your deployment, including whether you plan to use a third-party installer, have unionised locations or are replacing existing hardware. Bear in mind the fact that phases may also overlap.



EXECUTIVE SUMMARY

Three essential tips for a successful rollout.

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

01 Spend time getting driver and union buy-in early.

The [NSTSCE](#) studied what sets excellent fleet safety programmes apart from the rest. The answer? A shift from top-down control to bottom-up engagement. The most effective fleet safety programmes 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 Take a phased approach.

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 and 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 25](#).

03 Introduce a rewards programme.

79% of employees say they [work harder when they feel recognised](#), and 83% say that rewards make them feel [more engaged with their job](#). Introducing a rewards programme to drivers at the same time as coaching can help with adoption and engagement from the start. We recommend offering rewards (such as bonuses, plaques, gift cards or company freebies) based on the top Driver Safety Scores. This doesn't just incentivise safe driving, but it also helps drivers directly benefit from your programme, too. See best practices for launching a rewards programme on [page 53](#).



01

Programme 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 programme 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 organisations 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 for 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 having an impact on 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 organisation 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 organisation). Some common goals of video-based fleet safety programmes 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. Here are some results our customers have achieved:

- FM Conway saves £212,000 on insurance costs with Samsara
- Lanes Group plc improves driver safety score by 180% in 8 months with Samsara
- Cappagh Browne reduces dangerous driving behaviours by 95% with Samsara
- Grundon Waste Management drives 71% reduction in safety incidents with Samsara
- Van der Linden avoids thousands of Euros in fines and improves driver safety with Samsara
- Dinges Logistics reduces accident rate by 42% in just one year



Consider focusing on two or three high-risk behaviours.

According to the [ETAC](#), 85% of accidents are linked to human error. After choosing your goals, identify a few high-risk behaviours that 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 behaviours that you want to target at this stage will help you focus your driver coaching efforts later on.

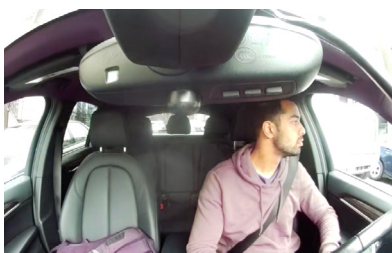
High-risk behaviours to consider when goal-setting:



Speeding

For more than two decades, speeding has been involved in approximately a third of all motor vehicle fatalities. Speeding is a contributory factor in ~30% of fatal crashes.

(Source: [European Commission](#))



Distracted driving

Distracted driving is the leading cause of avoidable driving incidents. Inattention/Distracted driving accounted for 52% of fatal crashes in Europe.

(Source: [European Commission](#))



Fatigue

Fatigue or sleepiness is attributable to 19% of fatal crashes in Europe while stress is attributable to 15%.

(Source: [European Commission](#))

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 upgrading your tachograph solution in addition to rolling out dash cams, your stakeholders may even include team members from different departments, such as 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 organisation to ensure that 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 you 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 programme stakeholders (such as safety and technical leads) and optional for others. Even if they don't always attend, it pays off in the end to provide transparency and visibility.

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 evangelise the value of the programme. 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 programme (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

EXPERT ADVICE

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

86% of leaders agree that unions are active in helping drivers be more informed about privacy.

**Expert bio**

30 years of transportation management experience

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

Key Takeaways

- Approach the union early during the planning stages of your programme
- 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

"The most important message we want to get across is that our drivers are the heart of our company and the key to our success. Without good and attentive drivers, everything in the company would only work half as well. Together with Samsara, we can ensure their safety."

– DANIEL HIRSCHINGER,
Fleet Manager at Dinges Logistics

Determine needs from third-party installers.

Decide whether 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](#) who understand how to install our hardware. Ask your Samsara Sales Representative for more information or help with 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. Bear in mind the fact 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.



Sample implementation timeline.

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

Kick off your workshop.	Your Samsara Implementation Consultant can lead a programme 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 your 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 your installation.	Hardware is shipped and installed (sometimes in batches), either via in-house technicians or a third-party installation partner.
Start your 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 instil accountability and maximise long-term adoption.
Complete your 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 programme. With the Samsara Academy , Help Centre , frequent product training webinars and 24/7 support, you will continue to have support from Samsara.

Explore resources for a smooth installation.

Samsara's Vehicle Gateways, AI Dash Cams and HD Camera Connectors are designed to be installed quickly and easily. For more information, please visit samsara.com/support or check out the detailed installation guides below.

- [Vehicle Gateway](#)
- [AI Dash Cam](#)
- [HD Camera Connector](#)

PRO TIP

How can you build a holistic safety programme?

Samsara Vehicle Gateways, AI Dash Cams and HD Camera Connectors are the foundation of a successful video-based safety programme. Samsara offers additional solutions that can help you expand the impact of your safety programme across your fleet and field operations, including MEM, a mobile management solution, and Site Visibility, an AI and cloud-connected site cameras solution. Ask yourself the following questions:

- How do I know whether my vehicles are operating efficiently? Harness [telematics data](#) to gain real-time visibility into vehicle health, performance and security. [Grundon Waste Management](#) drove a 71% reduction in safety incidents with Samsara's vehicle telematics and video based safety.
- How can I ensure that my drivers are not distracted by technology in the cab? Restrict access to non-driving apps while drivers are on the road with [mobile device management](#). By using Samsara's Telematics, GPS tracking and AI Dash Cams to reinforce safe habits and guide coaching [Midland Tyre Services](#) reduced accident rates by 54%.
- How can I avoid putting my drivers and vehicles in risky conditions? Track [vehicle location](#), weather and traffic conditions so you can [communicate in real-time](#) with drivers and dispatch them out of harm's way. [Brakes \(Sysco UK\)](#) saw a 40% decrease in on-road accidents within 3 months through the ability to pinpoint problems on the road with Samsara.
- How can I monitor safety issues outside the cab of my vehicle? Connect [well-placed cameras](#) for side, rear and interior visibility, ensuring 360° HD video coverage. [Otto Car](#) maintained 3-4% accident ratio while expanding their fleet "What Samsara's enabled us to do is pre-empt issues — because we can spot danger prior to an incident occurring."
- How do I know my workers are safe when they're not in a vehicle? Install [site cameras](#) within your worksite for better visibility into potential onsite threats and operations hazards. [FM Conway](#) reduced the number of road accidents taking place by 21.9% by using Samsara Vehicle Telematics and Video-Based Safety.

Plan to update your safety policy.

Every organisation 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 programme.

According to [Samsara's State of Privacy in Physical Operations 2023](#), 99% of employees and drivers said that clear policies – and communication from leadership – about how video will be used would ease privacy concerns.

“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. For sample dash cam policies, get in touch with your Samsara Account Representative.

- 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.
- Explain what the dash cams will be recording and how those recordings will be stored.
- 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.

☐ **Communicate with employees at the very beginning.**

Both employees and your organisation benefit from the use of dash cams, and articulating those benefits early and often can drive buy-in. For drivers, dash cams can protect them in case of accidents or frivolous complaints and keep drivers safe on the road. For organisations, dash cams can protect against false claims and payouts and can streamline and personalise driver coaching.

☐ **Proactively debunk myths through open communication.**

It's important for drivers to understand that dash cams will not be used to micromanage or monitor them. Clearly communicate with your drivers to help them understand what triggers an event, when footage is uploaded, what features are activated or deactivated, who has access to footage and data, and how and when the captured information will be used.

☐ **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 to demonstrate the impact.**

Exoneration is the most powerful way to get sceptical 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.

☐ **Launch a comprehensive rollout plan to avoid making employees feel targeted.**

Installing dash cams in some vehicles and not others can sometimes cause frustration. Instead, focus on a streamlined rollout for your entire fleet. Communicate your planned rollout at all levels, include top and middle management and avoid using dash cams to micromanage drivers.

☐ **Create a safety policy with clear coaching expectations.**

Build a culture of safety by partnering with drivers. Consider implementing a safety policy that includes a tiered system based on the seriousness of infractions, clear coaching guidelines and consistent disciplinary actions. All AI event detections are enabled by default. Please review your Safety Settings in detail to ensure that they match your organisational priorities.

☐ **Offer incentives and rewards, and do follow through.**

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

☐ **Start with In-Cab Nudges™ and enable optional features in stages.**

It can be tempting to enable every safety feature at once. This can be overwhelming for drivers. Consider taking a phased approach:

- 1) Start with reviewing which AI event detections should be enabled to start collecting data about which risky behaviours are prevalent in your fleet.
- 2) Then enable optional in-cab alerts to provide real-time feedback to your drivers.
- 3) Finally, enable In-Cab Nudges to empower drivers to self-correct before a manager becomes involved.

☐ **Consider offering camera covers.**

Consider offering [removable camera covers](#) that drivers can use to block the dash cam lens when needed, such as when 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 minimises the chances that a driver will obstruct or permanently damage the hardware. Learn more about addressing driver privacy concerns in our [privacy setting tips](#).

CASE STUDY – FM CONWAY

A family business with safety at its core.

FM Conway is an essential infrastructure partner working with network operators, local authorities and private clients. The company provides a variety of services needed to keep the nation's infrastructure operating effectively and efficiently – from highway maintenance, to civil engineering and traffic management.

Primarily based in London, teams operate on technically demanding projects, often in close proximity to the public. FM Conway employees must drive vehicles anywhere from 1.5 tonnes up to 80 tonnes – often in heavy-traffic areas – with over 16 million miles travelled per year on average.

FM Conway already had world-class accident statistics, having won the John Crabbe Memorial Trophy for outstanding excellence in health and safety in 2017. But the business recognised the need to further strengthen its safety strategy. A deep dive into understanding the full risk profile of the business led to the 'Big Ten in Ten' programme, a 10-year initiative to tackle the ten major recurring risks that threatened life-changing harm.

A successful trial period saw FM Conway install Samsara Vehicle Gateway hubs and Dual-Facing AI Dash Cams across the entirety of the company's 1,000-strong fleet.

The result? The team was able to reduce the average percentage of light speeding from 2.70% to 0.60%, and the average percentage of moderate speeding from 1% to just 0.20% between March 2023 and March 2024. This, in turn, led to a 21.9% reduction in road traffic accidents. FM Conway managers can also analyse drivers' actions that may affect safety, including signs of distracted driving, at the point of occurrence.

"We didn't know how good or bad drivers were before – we had to rely on feedback from incidents or the public. Now we can actually see that information in real time, which is a massive benefit for us. One of the best things that has come from the system is that you see drivers go from a poor to a good rating very quickly." Paul Cerexhe, Director of Logistics, FM Conway.



KEY TAKEAWAYS

- Connect real-time telematics data and AI Dash Cam footage for driver exoneration.
- Encourage driver buy-in with clear examples of benefits.
- Consider rewards and recognition foundational to a culture of safety.



02

Configuration and Installation

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Tips for configuring 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

Customise your admin roles.

In addition to the default admin roles, you can create custom admin roles with unique levels of access to better suit the privacy and security needs of your fleet. For example, you can control which admins can view and download incident footage.

You can also provide granular permissions to users so that your admins can only view video data relevant for their roles, such as "Dash Cam access only" or "Safety Inbox access only". These types of admin roles are customisable from the Samsara dashboard settings.

Users & Roles

<u>CHERRYL MARVEL</u>	Dispatch for	Entire Organization
<u>GLENN RITCHIE</u>	Read-only Admin for	Entire Organization
<u>HARRISON JONES</u>	Read-only Admin for	Entire Organization
<u>CHANDRA VITA</u>	Full Admin for	NA Division
<u>ALICE CHLOE</u>	Full Admin for	Entire Organization

Add drivers individually or in bulk.

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 Centre.

PRO TIP

Use Tags to keep vehicles and drivers organised 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. You can learn more about configuring user roles [here](#).

Region 24

[+ Add user to tag](#)

Email	Role	Edit	
cherryl@autohauling.com	Standard Admin	Edit	Remove
glenn@autohauling.com	Standard Admin	Edit	Remove

Create safety-related admin alerts.

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

DRIVER & SAFETY-RELATED ADMIN ALERTS

- Unassigned Driving
- Harsh Driving
- Crash
- Speeding
- Policy violations (i.e. Camera Obstruction or No Seat Belt)
- Panic Button
- Unsafe DVIR

DEVICE HEALTH ALERTS

- Dash Cam Disconnected
- Camera Connector Disconnected
- Disconnected Vehicle Gateway

Configure key safety settings for your organisation's goals.

Samsara offers a variety of different safety settings that you can customise based on your organisation'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 customise how Samsara calculates Safety Scores by setting specific weights for different categories, including harsh driving, speeding and inattentive 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 towards 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.



Parking Mode: When enabled, the dash cam will record for between one and 12 hours after a trip has ended to aid in incident investigation and driver exoneration.

Configurable Speeding: Within Safety Settings, you can define speed limit thresholds and duration through configurable speeding settings. You can select whether speeding should be defined based on MPH/KMH or a percentage over speeding relative to the posted speed limit.

High-Resolution Video (HRV) Storage: Select a higher capacity type to increase the HRV capacity using lower-quality video. Capacity options are Standard (default), Increased or Extended. Use this setting to retrieve video from further in the past for exoneration.

Secondary Extended Video (SEV) Storage: When you enable this setting, the HRV capacity decreases to allow more capacity for lower-quality SEV video. For example, if you have a front-facing AI Dash Cam with no accessories and a Standard storage capacity type, the footage capacity reduces from 43 hours to 20 hours with the SEV Storage setting enabled. Use this setting to retrieve video from 300+ hours further in the past for exoneration.

PRO TIP

You can 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.



Best practices for Safety Score Configuration.

Safety Scores are a great way to measure driver and company performance and track improvements over time. Samsara leverages data from mixed vehicle fleets and uses this data to calculate benchmarks. You can use the default settings to calculate the Safety Score or refine the calculation for specific driving behaviours.

You may be wondering how to customise your settings. Below are our recommended best practices for Safety Score Configuration. You can watch a comprehensive how-to video [here](#).

START BY ASKING YOURSELF

What's important to your goals?

What types of events and behaviours does Samsara measure that you want to emphasise and have a larger impact on each driver's 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: Familiarise yourself with safety behaviour weights. Samsara automatically applies a weight, or impact, to each safety behaviour into the following impact level categories: ● High impact to safety score, ● Moderate impact to safety score and ● Low impact to safety score.

Step 2: Configure your Safety Score impact. Navigate to Settings (click the gear icon) at the bottom of your Fleet menu to view dashboard settings. Within Fleet settings, select Safety > Safety Score and enable Safety Score Configuration.

If you have not previously configured your safety score impact settings, click Guided Score Setup and follow the guided on-screen prompts to confirm your fleet composition and driver behaviour priorities.

Step 3: Determine the weights to use in the Safety Score calculation. You can calibrate the weights using your existing fleet data or assign the weight to each behaviour manually, then click Apply to save the changes. To review or edit your fleet composition and priority settings, click Guided Score Setup. For best results, calibrate your Safety Score configuration setup every 60 days to reflect changing priorities and goals for your organisation.

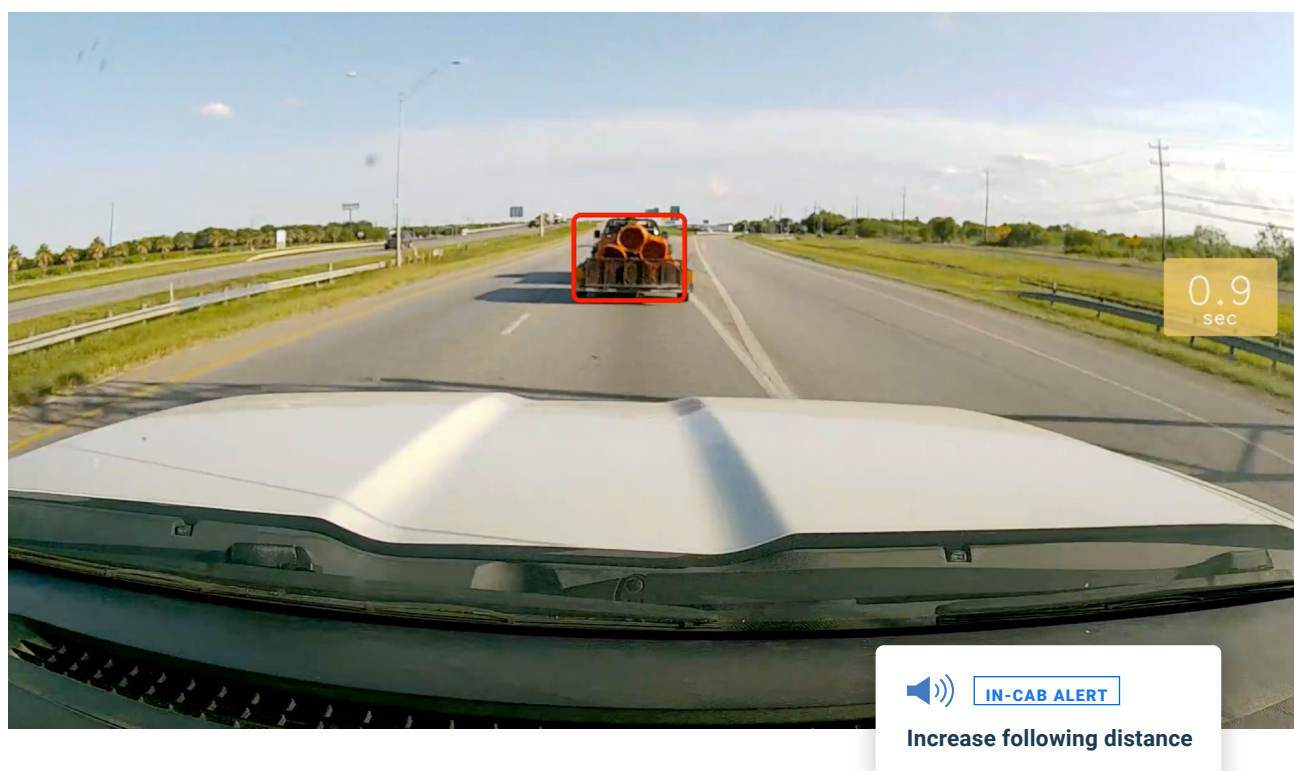
Step 4: Use the Score Preview to see how adjustments will affect your overall Safety Score. Once the adjusted weight is saved, the setting will apply to both current and historical scores. Familiarise yourself with Samsara's Driver Safety Score intended use and best practices.

Safety Scores should be used primarily for coaching and training purposes and to help build a safety culture within your organisation. Employment decisions, including but not limited to decisions involving hiring, termination, compensation, and route and hours assignments, should never be based on Safety Scores alone. Safety Scores should always only be one data point for an employment decision that is ultimately made by a supervisor or other employee.

Review Safety Settings in detail and deploy in-cab alerts in stages

Samsara's AI Dash Cams offer the ability to detect safety events and optionally alert drivers to a variety of different safety events. Event detections are enabled by default (which will surface these events in your [Safety Inbox](#)) and the corresponding in-cab alerts can be enabled by authorised users (which will alert drivers to these events in real time).

Please review your Safety Settings in detail to ensure that they match your organisational priorities. It can be tempting to enable 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 that you pilot each type of event detection before enabling the corresponding in-cab alert with a subset of drivers, collect feedback, adjust settings and then gradually roll out each feature in phases.





Understand 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 (two to three weeks after installation).

Collision Risk (e.g. inattentive driving, tailgating)

On by default.

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

Open Beta Features (e.g. no seat belt)

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 – GRUNDON

Reduce distracted driving and collision risk with AI-led driver programme.

Grundon Waste Management, the UK's largest private waste company, operates a fleet of over 300 vehicles across the south of the UK. But a lack of comprehensive insights and data meant the team struggled to effectively monitor, manage, and improve driver safety.

The team turned to Samsara for a solution that would provide actionable data, and could be used to inform a bespoke driver safety strategy.

Grundon introduced Samsara video-based safety technology through a phased approach, starting with a four-week baselining period. This involved collecting data on driver performance and setting a benchmark to improve on, before the system went live. Baselining was followed by a four-week trial of detecting safety events with Samsara, but without any human intervention to give drivers time to get familiar with the technology. From week nine onwards, Grundon began to actively manage on-road behaviours picked up by Samsara to coach drivers moving forward.

The new system provides instant feedback to drivers, and lets them monitor their performance through a points-based system on the Samsara App – encouraging both driver engagement and self-improvement. The performance monitoring paid off, resulting in a 71% reduction in incidents during the initial eight-week trial period. AI-powered in-cab coaching dramatically reduced safety events before active management even began. The team also realised a 61% reduction in the rate of distracted driver alerts, and a 72% reduction in collision risk and policy violations.

"Using Samsara, we've taken a different spin on safety events. We're celebrating the successes of our drivers and reinforcing positive behaviours, which has led to dramatic improvements in both safety and efficiency." Chris Double, Regional Operations Manager.



KEY TAKEAWAYS

- When you first install your dash cams, be transparent with drivers about how they work.
- Once drivers are comfortable with having a dash cam in their cab, enable in-cab alerts in stages to maximise impact.



Incorporate privacy by design settings into your safety programme.

Samsara's Video-Based Safety solution is built with privacy in mind. As you roll out your safety programme and configure your AI Dash Cams, it's important to ensure that your drivers and employees' concerns about privacy are addressed early and that your safety programme is configured to meet your organisation's privacy needs. Reference the privacy features and settings below to ease driver and union concerns about implementing safety technology:

TRANSPARENCY INTO DATA RETENTION AND VISIBILITY

Configurable data processing and retention settings: Our customisable data retention settings for Dash Cam image and video data, as well as DVIR data, give you greater control over how your data is processed and retained. You can read more about how to enable and configure your particular settings [here](#).

Limited data being captured and retained: Our products limit the amount of data captured and only record footage in specific and customisable conditions. Dash Cams collect and store around 40–120 hours of video footage using default settings and this footage is overwritten on a continuous time loop. Camera footage is only sent to, and saved on, the Samsara dashboard cloud if there is a safety event or an authorised admin specifically requests certain available footage.

Granular user permissions: In addition to the default administrative roles available in the Samsara dashboard, you can customise your own roles and permissions for administrators. Using a custom role type and a tag in combination will limit administrative access to the features allocated within their role and to manage or view the drivers, vehicles and other devices assigned the tag. Samsara also provides audit logs of user access for your record keeping and compliance.

PRIORITISING DRIVER AND COMMUNITY PRIVACY

Configurable Safety Settings: Audio recording, Camera ID, AI-based distracted driving features and live streaming are all disabled by default. You may choose to enable such features and functionality for your organisation.

Identity Blurring: You can enable this feature to obscure drivers, passengers, pedestrians and licence plates.

ADDITIONAL PRIVACY HARDWARE

Privacy Button: The Privacy Button allows drivers to easily turn location and GPS tracking on and off.

Lens covers: Physical lens covers can be used to easily block cameras at any time for driver privacy. For lens covers, please speak to your Samsara Sales Representative.

PRO TIP

Data protection and security.

Our hosting infrastructure provider is ISO 27001 SOC Type II certified. We use TLS 1.2 protocols and AES 256 encryption. We also conduct regular audits pursuant to the Service Organisation Controls (SOC 2) reporting process and engage independent entities to conduct application-, infrastructure- and hardware-level penetration tests at least annually. More information about our data protection and security practices can be found on our [Security Website](#) and [Security Trust Centre](#).

PRO TIP

Data privacy and compliance considerations for Samsara cameras.

Samsara takes the following steps to maximise protection of privacy across our camera lines:

- ✓ We collect only the data we need to deliver business benefit; nothing more.
- ✓ We limit data access to people who have a legitimate need to see the footage.
- ✓ We protect your data from breaches, using world-class infrastructure.



Nine ways to assign a driver to a vehicle.

Samsara's comprehensive driver assignment solution gives you complete visibility into who is at risk behind the wheel so you can [coach the right drivers](#), improve productivity and create a seamless experience from the cab to the back office. With nine ways to assign drivers to vehicles, Samsara offers the flexibility to choose one or combination of methods that best suits the needs of your fleet.

[QR Code](#)

Drivers scan the QR Code using the Dual-Facing Dash Cam to assign a trip. This can be done via mobile or by printing the QR Code onto a paper badge.

[Driver App](#)

Drivers self-select a vehicle upon login to the mobile app.

[Camera ID](#)

By combining AI Dash Cam footage and advanced machine learning, the Camera ID feature can learn to assign drivers automatically.

[Driver ID Cards](#)

Drivers tap a physical RFID-enabled card against an in-cab card reader.

[Driver ID Tokens](#)

Drivers carry a physical key fob that automatically pairs with the Vehicle Gateway.

[Static Assignment](#)

Managers can set persistent vehicle assignments per driver in the Samsara dashboard.

[Manual Assignment](#)

Managers can assign drivers when reviewing safety events in the dashboard.

[API](#)

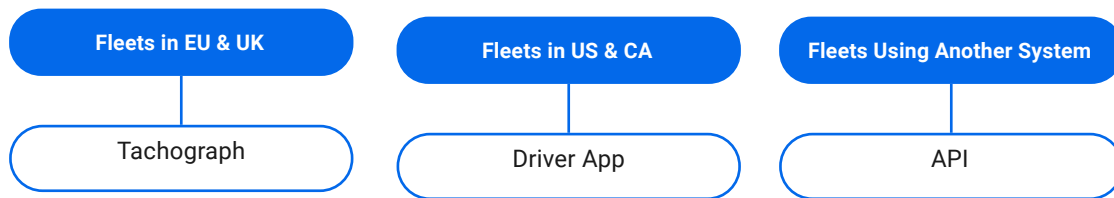
Driver assignment data is connected from external systems to the Samsara dashboard.

[Tachograph](#)

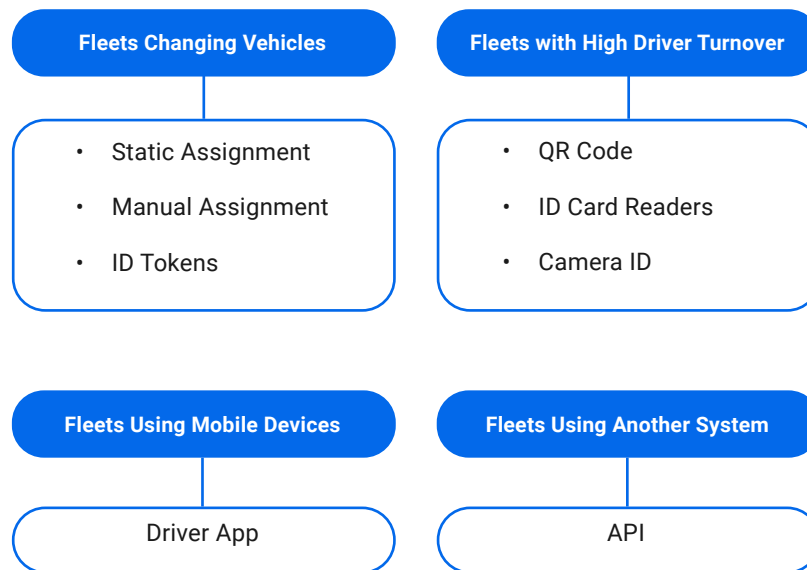
Drivers insert their driver card into the vehicle's tachograph.



Not sure which driver assignment method is right for you?



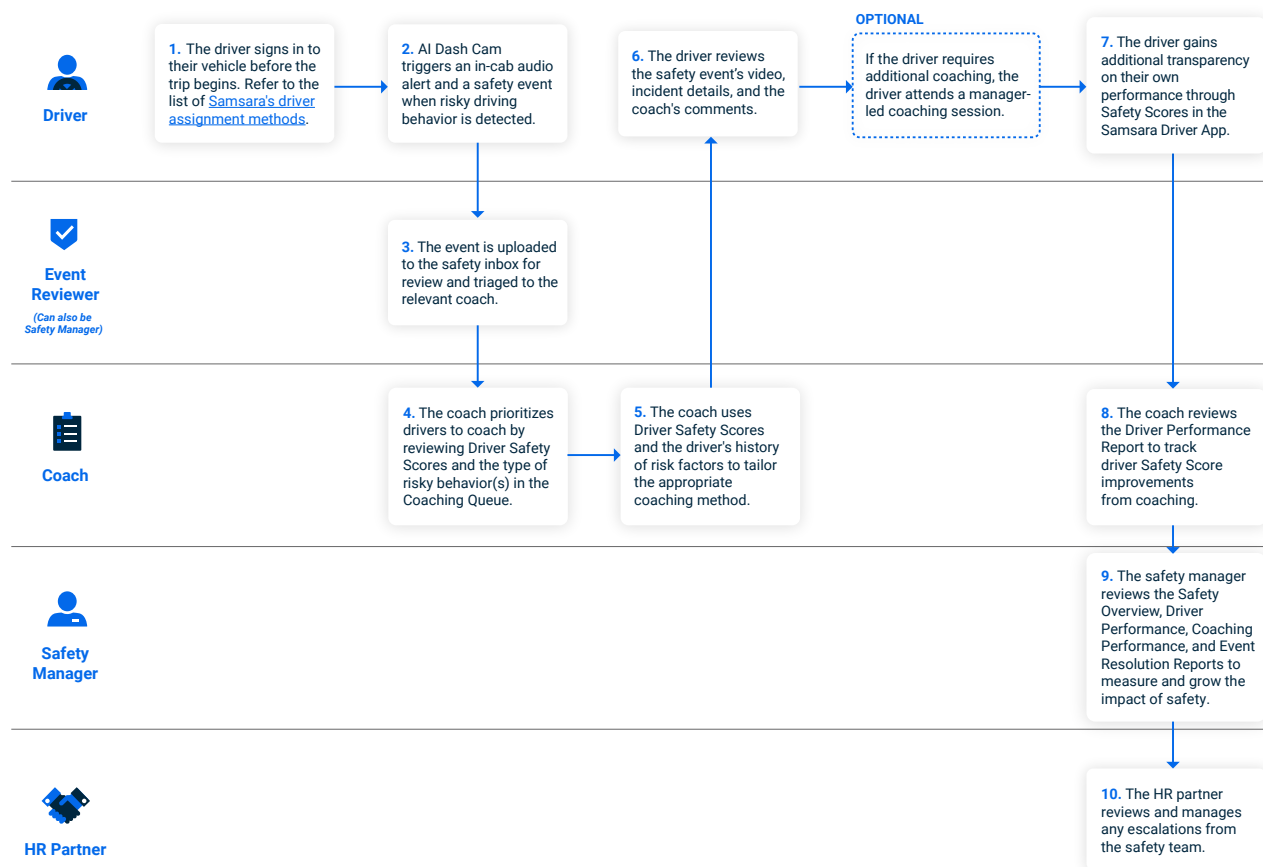
Fleets Not Subject to Tachograph





Leverage Samsara safety coaching workflows to maximise efficiency.

Follow our recommended coaching workflows, from driver assignment to manager-led and virtual coaching, to streamline and scale your coaching process. Learn more about how to build a proactive driver coaching programme [here](#).



Streamline your 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 you 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 about how to activate your new devices. All you have to do is visit 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 directly 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](#).

PRO TIP**Customise 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.



03

Communication and training

IN THIS PHASE

- Communicate transparently and build trust 35
- Train your core team, managers and drivers 39
- **CHECKLIST:** Training your core team 40
- Build consistent driver coaching processes 42
- **CHECKLIST:** Tips for building an effective coaching process 44
- **CASE STUDY:** Build a culture of safety with timely coaching 45

Communicate transparently and build trust with your team.

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 programme, and uncover actionable insights from a survey of 600+ leaders in [The State of Privacy in Physical Operations 2023](#).

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 conducted 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 programme.

Dispel myths early on.

Drivers often think that dash cams will be used as “spying” devices to watch them 24/7, so it is best to address this misconception 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

Communication is key to successful dash cam change management.

70%

Engage employees early: 70% of employees say they're most [engaged](#) when senior leadership communicates openly about changes.

96%

Address privacy concerns: [96% of executives](#) pointed to open communication with employees as a factor that would ease privacy concerns, including almost half (49%) who said it would significantly ease privacy worries about how data is being collected and used.

93%

Focus on how dash cams work to benefit your drivers: 93% of customers report that dash cams have not had a negative impact on driver [retention](#).

For a sample dash cam policy and driver notice memo, please get in touch with your Samsara Sales Representative.



Come prepared with answers to common questions from drivers.

When are Samsara AI Dash Cams recording?

Dash Cams record when the vehicle is moving, the camera detects a certain g-force or the driver hits the panic button, as well as for a configurable 10+ minutes after a trip.

Dash Cams only collect and store around 40–120 hours of video footage (depending on camera configurations) and this footage is overwritten on a continuous time loop. The camera system cannot be live-streamed by default. Footage is generally only remotely accessed and sent to the Samsara dashboard cloud when triggered by a harsh event (e.g. harsh braking, harsh acceleration, fast cornering or an impact). Alternatively, a fleet manager may request a video clip for a specific vehicle at a specific time.

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 organisation has those features enabled.

Who has access to the footage?

Only authorised users can view, request or download footage. Footage can be downloaded and shared with external stakeholders, such as police and insurance, at the organisation's discretion.

Can drivers' faces be blurred for privacy?

Organisations 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 licence plates.

Can users request additional footage?

Authorised users can manually request footage from a dash cam for a specific vehicle at a specific time as long as that footage has not yet been overwritten. Dash Cams only collect and store around 40–120 hours of video footage (depending on camera configurations) and this footage is overwritten on a continuous time loop.

How do dash cams help drivers?

Video evidence is a great 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 in which dash cams help is by keeping drivers safe through preventative alerts and video-based coaching. [Insurance companies](#) also support dash cams as risk reducers and can facilitate quick settlements for at-fault accidents. 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 that drivers' concerns are heard and addressed. If drivers feel as though they don't have a forum to voice questions or suggestions, it can lead to frustration and undercut the efficacy of your programme. 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 programme

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 and FAQ for drivers can be helpful for socialising Samsara before deployment. Your Samsara Sales Representative can provide links to these documents.

PRO TIP

Use this [brief video](#) to introduce your drivers to the benefits of dash cams.



PRO TIP**How should you talk about Live Streaming?**

Samsara offers [Live Streaming](#) as an optional feature, which some organisations find helpful for remotely training drivers. If you choose to enable Live Streaming, make sure you communicate the following 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 that drivers will always know if and when a live stream has been initiated and when it has ended.

Before you enable Live Streaming, Samsara recommends that you complete a Data Privacy Impact Assessment (DPIA), even if you have completed this assessment previously. This assessment analyses the potential for additional privacy risks to data subjects from live streaming. It is also important to note that the use of our optional live streaming and audio recording features may subject your organisation to certain privacy and wiretapping laws depending on the country or region that you operate in. Make sure you review this possibility with your own legal counsel and, if necessary, get consent from your drivers before using either feature. We always recommend that our customers provide notice to their drivers and any potential passers-by of the possibility of recording.

For example, a DPIA assessment can determine:

- Whether a specific privacy policy applies which limits the use of live streaming to certain situations or by certain managers.
- Requirements for transparency notices, such as signage and privacy policy updates, and informing drivers and other road users that footage may be captured/live streamed in certain situations.
- Built-in limitations to live streaming, such as restrictions on simultaneous viewing and monthly time limits.

For a DPIA template, please get in touch with your Samsara Account Representative or contact sales.

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

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 training sessions. On the next page, find a helpful checklist of the basics to cover when training your core safety team.

PRO TIP

Consider the '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 and then get them to 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, but it can also foster a greater sense of ownership across your team since managers may feel more bought into the process.



Checklist for 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 that 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 behaviour
- ☐ Mark behaviours 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

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

Get managers to 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. Get your managers to deliver the same training sessions that they received to your drivers, emphasising how to use the Driver App and how the dash cams will be used.

Provide additional training resources.

In addition to virtual training sessions, you may want to send your team follow-up materials that they can reference in 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 favourite training resources:

Training Centre: The Samsara Training Centre is an online resource that provides guided training paths and hundreds of short tutorial videos.

Help Centre: Our online Help Centre is a great resource for Samsara product information.

Webinars: Learn how to use the latest features from Samsara product leaders and get tips from our community of experts.

Newsletter: Every month, we send a newsletter highlighting helpful tips and tricks as well as relevant industry news.

Customer Tips: Check out tips and tricks from Samsara super users and learn how to get the most out of your Samsara products.

Samsara Academy: Want to learn more about maximising your partnership with Samsara? Visit Samsara Academy to learn how to get the most out of your Video-Based Safety programme.

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 get in touch with our team for support.

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, directly within your dashboard. When logged in, click on your profile icon and then select **What's New** to scroll through recent posts about new features. Our monthly newsletter also recaps new features.

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 you 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.

85%

of accidents are linked to [human error](#).

52%

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

Create and document scalable coaching procedures.

Once your roles, responsibilities and SLAs are clearly defined, make sure you 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 behaviours
- 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

Learn more with quick video tips on safety and safety coaching [here](#).

☐ Familiarise drivers with coaches

Ensure that coaches introduce themselves to drivers before reviewing safety-related events. Even a virtual introduction can go a long way towards fostering a friendly relationship.

☐ Proactively coach drivers with in-cab alerts

Samsara AI Dash Cams can detect and alert drivers to risky behaviours in real time, helping prevent incidents before they happen. This means that 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 behaviours 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 that 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 behaviours that require coaching per driver. Coaches can drill down into behaviours and view footage of events related to that behaviour. Coaching based on repeated behaviours saves time and is more effective since it makes repeated habits easier to identify.

☐ Don't forget about positive recognition

The [NSTSCE](#) found that a good coaching programme "must provide feedback on safe driving behaviours, rather than only risky behaviours or the process will be viewed negatively." In your Safety Inbox, you can 'star' footage of excellent driving to highlight during safety meetings.

☐ Prioritise 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 – OTTO CAR

Build a culture of safety with timely coaching.

Otto Car is Europe's largest provider of private hire vehicles, and caters to over 5,400 rideshare drivers, moving more than 75,000 people daily, nearly filling Wembley Stadium each day. However, unreliable telematics and limited data meant it could not accurately monitor driver safety and offer effective driver coaching to improve it.

Samsara telematics made collecting and monitoring sustainability data a seamless process. The team was able to effectively calculate the success of its ESG initiatives, demonstrating that they managed to prevent 50k tonnes of CO2 from being admitted into the atmosphere in just a year.

To better protect both its drivers and fleet — and reduce the risk of road traffic accidents — in-cab dashcams and AI-powered alerts were also installed as part of a proactive approach to safety. These Samsara solutions not only reduced high-risk driving behaviours such as speeding, harsh braking, and aggressive turning, but also saved money on repairs, insurance premiums, and false claim payouts by providing high-quality evidence where necessary. As a result, Otto Car has sustained an accident rate of just 3-4%, despite increasing the number of vehicles in its fleet to over 5,400.

Thanks to these improvements, Otto Car can not only continue its work of improving the air quality in and around London, it can also keep drivers safe.

"Our partnership with Samsara has helped us grow through using technology to bring greater safety," said Gurinder. "And with that, we've been able to reduce our insurance costs and have better data insights into our vehicles."



KEY TAKEAWAYS

- Include positive and negative driving behaviour examples while coaching drivers.
- Root your discussion in video-based feedback.
- Reference drivers' Safety Scores to make coaching less subjective, maintain fairness and track improvements over time.
- Don't just use dash cams to call out unsafe behaviours; reward drivers who achieve safe driving goals and milestones.



04

Programme refinement

IN THIS PHASE

- Build a proactive driver coaching programme 47
- Introduce a safety rewards programme 53
- Plan for continued training and communication 57
- Measure improvements and maximise your ROI 58
- Checklist: How to measure the ROI of your video-based safety programme 60
- Case Study: Reduce driver and damage claims while maximising your ROI 64



Five steps for building a proactive driver coaching programme.

Creating a proactive driver coaching programme is more than just an added benefit; it's a strategic necessity for organisations looking to improve driver safety and overall performance. Whether you're building a coaching programme from the ground up or looking to optimise your existing practices, this step-by-step guide will help you maximise your coaching efficacy with Samsara's coaching tools and workflows. You can also explore video guides on safety and safety coaching quick tips [here](#).

01

Grant the right access and permissions to ensure privacy and maximise efficiency.

Security and privacy of data is top of mind for leaders and drivers alike. Privacy-first programme design is crucial to building driver buy-in and ensuring compliance. Plus, proper [user permissions](#) can help your teams work more efficiently by reducing exposure to irrelevant information, simplifying coaching workflows.

Optimise access and permissions in your Samsara dashboard:

- ☐ Strategically assign [administrative roles](#) to individuals who are authorised for the highest level of data access. This ensures that sensitive information (e.g. safety event videos) can only be accessed by authorised personnel.
- ☐ Create and assign [custom roles](#) that limit and focus individual access to relevant data. This empowers teams to work more efficiently and reduces the need to sift through irrelevant information and data.



02

Proactively identify and assess coaching opportunities.

A proactive coaching programme starts with clear visibility into safety behaviours across your fleet. AI-detected safety events can help you identify patterns or trends in risky behaviours such as tailgating, inattentive driving or mobile usage. This initial assessment creates a data-driven foundation for personalised coaching.

If you need to...

Efficiently document and record risky behaviours and incidents for driver coaching

Try...

Capturing and uploading [AI-detected safety events](#) to the [Samsara Dashboard](#).

Efficiently review and triage safety events for risky behaviours to coach on

Streamlining manager reviews and triaging safety events for coaching moments through the [Safety Inbox](#).

Identify drivers and behaviours to coach on and reward

Leveraging [Safety Scores](#) in the Safety Overview's Driver Performance Report to objectively identify specific drivers and behaviours to coach on and incentivise.

Initiate a coaching workflow

Using the [Coaching Upcoming Report](#) to quickly identify the riskiest drivers and behaviours in need of coaching and assign a coach.



03

Empower and coach drivers with personalised feedback.

Once you've gathered data about coaching opportunities, use multi-pronged coaching methods to tailor your coaching strategy and streamline your workflows. Personalised coaching engages drivers and enables scalable improvements across your fleet.

Consider what type of coaching is best for your organisation. There are two main types of coaching and many of our customers deploy both to maximise their coaching efforts:

- **In-cab coaching:** Proactive, real-time coaching delivered on the road via in-cab alerts. In-cab coaching is a great way to empower drivers to self-correct their own behaviour first.
- **Manager-led coaching:** Personalised, tailored 1:1 coaching after a trip ends. Samsara's coaching workflows can help streamline manager-led coaching at scale (see tips below).

Personalise and scale your coaching with [Proactive Driver Coaching](#) tools and workflows.

1. Empower drivers to self-coach on the road with:

- | | |
|---|---|
| <input type="checkbox"/> AI Event Detections : Automatically detect risky driving behaviours and upload into the cloud dashboard for manager review. | <input type="checkbox"/> period. |
| <input type="checkbox"/> In-cab audio alerts : Automatically deliver alerts in real time, empowering drivers to improve behaviours independently while on the road with AI technology. Enable this feature to use In-Cab Nudges. | <input type="checkbox"/> Virtual Coach : Empower drivers to self-coach risky behaviours with this coaching aid directly through the Driver App. |
| <input type="checkbox"/> In-Cab Nudges : Give drivers the opportunity to self-correct risky behaviour after receiving an in-cab audio alert, before a manager is notified. Managers are then notified if a specific behaviour occurs a certain number of times over a 12-hour | <input type="checkbox"/> Driver Safety Scores and Leaderboard : Incentivise drivers and gamify their safety improvement journey with Safety Scores and Leaderboard, accessible at any time in the Driver App. |



2. Make your coaching programme more efficient and scalable with:

- ☐ [Automated Coach Assignment:](#) Automatically assign specific coaches to events triggered by their assigned drivers. You can customise assignments individually or in bulk.
- ☐ [Coaching sessions:](#) This step in a video-based coaching workflow makes it easy for coaches to review grouped safety events as behaviours to coach, deliver personalised coaching, document the coaching conversation and mark multiple events or behaviours as coached at once. Safety Tips, curated coaching scripts based on the type of risky driving behaviour identified, can also guide coaching conversations.
- ☐ [Coaching queue:](#) Keep your coaching workflows organised, identify behaviours to coach on, and encourage timely follow-up by automatically sending events into assigned coaches' queues.
- ☐ [Live streaming:](#) Enable virtual ride-alongs with drivers and provide remote training and feedback.





04

Measure your safety impact and make coaching improvements for continuous growth.

Once you've implemented your coaching workflows, it's important to recognise that effective coaching is an ongoing process. Take time to evaluate your own coaching programme and review the performance metrics of your drivers so you can make data-driven improvements over time.

Anchor your coaching optimisations in data with:

- ☐ [Safety Overview](#): See high-level safety insights and highlighted actions.
- ☐ [Driver Performance](#): See top- and bottom-performing drivers.
- ☐ [Risk Factor Report](#): View your fleet's top trending risky driving behaviours.
- ☐ [Speeding Reports](#): Track customisable speeding trends, score impact and speeding incidents across your organisation and individual drivers.

Evaluate the effectiveness of your coaching programme with:

- ☐ [Coaching Timeliness and Effectiveness Reports](#): Get visibility into how effective coaches are at reducing repeat behaviours by drivers so you can identify coaching programme improvements
- ☐ [Fleet Benchmarks](#): Measure your fleet performance against your peers.



05

Extend safety data to your preferred platforms and turn insights into action.

Maximise your coaching programme by bringing Samsara safety data and insights to your preferred coaching platforms.

- **Open API:** Samsara's open API makes it possible to seamlessly fetch data, such as driver safety scores, vehicle safety scores, safety events and other safety activities, in real time. Learn more about our REST API for safety data [here](#).
- **Export reports:** You can also easily export Samsara reports so you can use Samsara data outside of the dashboard. Learn how to export reports [here](#).
- **Integration partners:** Harness the power of our partner ecosystem of turnkey integrations to power your essential third-party applications with the Samsara App Marketplace. Learn how to connect your systems [here](#).



Integrating Samsara's telematics data with our systems has been transformative. It's reduced the amount of phone calls chasing deliveries by around 70%. This integration is not just about tracking; it's fundamentally changing how we interact with our customers and manage our operations."

– JOHN KINGMAN
IT Manager, Group Tyre

Introduce a safety rewards programme.

Rewards are a great way to incentivise safe driving, share the benefits of a safer fleet with your drivers and improve driver retention. Although you can introduce a rewards programme at any time, the earlier the better; rewards are extremely helpful for getting driver buy-in and fuelling engagement.

Establish clear expectations.

Just like with coaching, setting clear expectations for your rewards programme 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 behaviours – as the foundation of your rewards programme to maximise transparency and eliminate any concerns about fairness. Ensure that drivers know exactly how their score is calculated (explained in our [Help Centre](#)) so that they understand how to improve, giving them ownership over their own performance.

Why invest in rewards?

79%

of employees say that they [work harder](#) when they feel recognised.

83%

employees say that rewards make them feel [more engaged](#) with their job.

48%

[fewer safety incidents](#) occur at companies with more engaged employees.

PRO TIP

Customise how Safety Scores are calculated.

You can customise how Samsara calculates Safety Scores by setting different weights for various types of events. See best practices for Safety Score Configuration on [page 23](#).

☒ Safety Score Configuration
 Configure safety score settings for your fleet
 Configure Scores

<p>High Impact</p> <p>Crash, Mobile Usage, Inattentive Driving, Inattentive Driving (Automatic), Severe Speeding</p>	<p>Custom (1-100)</p> <p>No Behaviors</p>
<p>Moderate Impact</p> <p>Following of 0-2s, Following of 2-4s, Late Response, Defensive Driving, Near Collision, Moderate Speeding, Heavy Speeding, Speeding (event), Rolling Stop, Lane Departure</p>	<p>Off</p> <p>Harsh Accel, Harsh Brake, Harsh Turn, Light Speeding, Obstructed Camera, Eating/Drinking, Smoking, No Seat Belt</p>
<p>Low Impact</p> <p>Following Distance, Drowsy, Did Not Yield, Ran Red Light</p>	

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

<u>CHERRYL MARVEL</u>	▲ 2 pts	99
<u>GLENN RITCHIE</u>	▲ 0 pts	99
<u>HARRISON JONES</u>	▲ 1 pt	99
<u>CHANDRA VITA</u>	▲ 0 pts	98
<u>ALICE CHLOE</u>	▲ 0 pts	98

*Safety Scores should be used primarily for coaching and training purposes and to help build a safety culture within your organisation. Employment decisions, including but not limited to decisions involving hiring, termination, compensation, and route and hours assignments, should never be based on Safety Scores alone. Safety Scores should always only be one data point for an employment decision that is ultimately made by a supervisor or other employee.

Choose great rewards.

To maximise engagement, the rewards that you choose should be attractive and relevant. Make sure you customise the incentives to fit your company culture. Remember that with every reduction in risky driving behaviour, you are potentially preventing incidents that could represent thousands of pounds in saved costs, so allow drivers to share in some of those savings by rewarding top performers with gift cards, trophies or other prizes. Depending on your culture, consider announcing the winner during team meetings, creating a safe driver 'wall of honour' 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 Honour



Patch, trophy or certificate



Company-wide recognition



Company-branded gear



Coffee and doughnuts



Personalised thank you card

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 programme 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 maximise engagement.

CASE STUDY – LANES GROUP

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

Lanes Group is the UK's largest provider of wastewater solutions. With 4,000 vehicles nationwide maintaining critical drainage infrastructure, it's essential the company can ensure their drivers operate safely and efficiently. But disparate systems and a lack of visibility into driver performance and vehicle health made it difficult to identify risk areas, ensure compliance, and provide consistent service nationwide.

With existing vehicle tracking systems offering little insight into driver behaviour behind the wheel, Lanes Group were unable to systematically coach their drivers. Lanes turned to the Samsara Connected Operations Cloud to gain full visibility and insights into their fleet operations with AI Dash Cams, Vehicle Gateways, and Digital Workflows.

"With Samsara, everything is in one place, as opposed to across multiple different platforms, which was a problem we faced in the past," said Amber Kirkby, Fleet Systems Team Leader at Lanes Group. "It makes things easier knowing everything is stored on one standardised system."

Equipped with the data to identify and address on-road risks — and shape incentive programs — Lanes have seen a dramatic improvement in driver performance in just eight months. The number of drivers achieving in the 'elite' safety bracket of 90 or higher soared by 180%, with nearly a third of Lanes' 4,000 drivers now earning the highest safety score month after month.

This uptick in performance is reflected in safety improvements across Lanes Group's wider operations. **Mobile phone usage dropped by 92%, and severe speeding incidents decreased by 25% as drivers remained more focused on the road. In addition, obstructed camera rates fell by 67%** as drivers understood the importance of capturing clear footage for exonerating them in the event of a claim.

Plan for continued training and education.

Even after your safety programme is officially launched and your day-to-day coaching processes are running smoothly, don't forget the importance of ongoing training and communication, which are 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 programme, highlight achievements, distribute rewards and answer questions.

Encourage feedback from managers and drivers.

Set up your programme for long-term success by creating a tight feedback loop with safety managers and drivers. During your monthly meetings, actively solicit feedback about the hardware, software and your programme in general.

Questions to ask:

- What are your favourite and least favourite 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 maximise your ROI.

What's the best way to measure the impact of your programme? The answer is unique to every organisation, but we have developed reporting tools and frameworks to help you measure improvements and maximise 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 impact on 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 contextualise 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 programme 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 programme, 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.

Explore insurance partnerships and safety integrations.


There are many ways strategic partnerships and integrations can help you maximise your ROI. You can work with insurance brokers on safety, coaching and risk consulting services or participate in a premium discount or subsidy programme. Integrations such as [SambaSafety](#) can help you increase your safety impact across your fleet, saving you time and money.

PRO TIP

Try Samsara's Safety ROI Calculator.

Estimate your ROI with Samsara in minutes with our Safety ROI Calculator. Simply enter your data into the Calculator and forecast your projected savings from partnering with Samsara.

[Try the Safety ROI Calculator](#)



“Through our Samsara partnership, we are currently collecting data on many vehicles and have provided over £746,000 in premium savings to Samsara customers.”

– NATIONAL INDEMNITY COMPANY
Samsara Insurance Partner



How to measure the ROI of your video-based safety programme.

01. Incidents

WHAT TO MEASURE

Leading indicators of collisions, including harsh events and speeding

Number of incidents and incident-related costs

WHEN TO MEASURE

Three to six 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 behaviours 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

Safety Score improvements

WHEN TO MEASURE

Six to 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 whether they are able to provide any savings, and learn more about our vetted insurance partners [here](#).

04. Maintenance

WHAT TO MEASURE

Frequency of safety-related maintenance work

Maintenance costs associated with incidents or brake pads wearing down

WHEN TO MEASURE

Six to 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

Three to six months after introducing a safety-based rewards programme

HOW TO MEASURE

Compare your turnover rate from before and after deploying Samsara.

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

06. Brand

WHAT TO MEASURE

CSA scores

Customer satisfaction

New business

WHEN TO MEASURE

Six to 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 programme.

Gain inspiration from our community.

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

- **Nine out of ten customers** say that 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 £3,700 to £18,700 from exoneration on average, with some customers saving over £75,000 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 had a negative impact on driver retention.

What could you achieve with Samsara? Read real results from our community.

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

- [Trasporti Romagna](#) boosts operational efficiency and saves 75% on installation with Samsara's plug-and-play solution. "Samsara has transformed how we capture and use IoT data, elevating our customer proposition to that of an innovative, forward-looking and reliable logistics partner", said Head of IT, Andrea De Marchi.
- Samsara revolutionises accident handling at [Scharf Busreisen](#) and generates savings of up to 20,000 EUR per accident. „The collaboration with Samsara opens up great opportunities for us. With the help of their technology, our drivers can now learn and improve their skills through short 'incident' videos, which makes a tangible contribution to safety on our roads.”- shared Carsten Jandt, Head of Driving Services & Data Protection Officer at Scharf Busreisen.
- [Delifresh](#) reduces redeliveries by 70% with the help of Samsara "The real-time data from the vehicle gateway has helped us identify customer, delivery and driver issues we couldn't access in the past, so we can direct resources appropriately and efficiently." - confirmed by Mark Waite, Transport Supervisor at Delifresh.
- For more stories from our customers across an ever broader range of industries, please visit samsara.com/uk/customers.

CASE STUDY – AO

Reduce driver and damage claims while maximising your ROI.

AO's mission is to become the UK's most trusted electrical retailer, delivering household appliances and electrical goods to over 2.5 million customers annually. With a growing fleet of home delivery vehicles based in 17 depots across the UK, AO's success is dependent on finding new ways to cut costs, reduce accidents, and improve driver efficiency.

AO partnered with Samsara to overhaul their telematics, provide visibility over their fleet of vehicles, and offer targeted coaching to their growing roster of self-employed drivers. "With Samsara, everything is available at our fingertips," said Shaun Carter, Regional Manager, AO. "We've got a single source of truth—we can monitor individual driver performance, track our fleet of vehicles, and provide training to the drivers that need it most—it's invaluable really."

Instead of waiting days for feedback on driver performance, Samsara's In-Cab Alerts and AI Dash Cams identify risky behaviours as soon as they happen.

With Samsara at the helm for fleet management and driver tracking, AO has achieved significant efficiency and cost-savings throughout their operations, resulting in an impressive 16% saving owing to a lower accident rate. Van telematics, in-cab voice alerts, and driver training have also encouraged safer driver habits and resulted in far fewer avoidable collisions and damages, which has helped AO save 31% repair bills. "We've already expanded our trial of the AI Dash Cams and the results have been really mind blowing. It's not all about money though. Safer drivers mean fewer accidents, more reliable deliveries, and ultimately, happier customers." said Carter.



KEY TAKEAWAYS

- One of the biggest ways in which 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.

Make Samsara your partner for the road ahead.

Beyond Video-Based Safety, Samsara can support other parts of your business, too: from Vehicle Telematics and Equipment Monitoring to Site Visibility and easy integration with other systems. Samsara provides AI safety programmes, 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 organisations 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 available 24 hours a day, seven 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

Phone: +44 (0) 20 3965 2700





Your checklist for launching a successful video-based safety programme with Samsara.

1. PROGRAMME 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
- ☐ Get managers to 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. PROGRAMME REFINEMENT

Introduce a safety rewards programme

- ☐ 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 maximise your ROI

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



samsara

samsara.com/free-trial