

 **SOLERA**
Fleet Solutions

 **NIRVANA**

The Proactive Fleet Playbook

Proven Best Practices for
Turning Telematics Data into
Actionable Safety Culture



Safer Roads. Happier Drivers. A More Productive Fleet.

The ROI of Avoidance

Fleets do not invest in telematics simply to accumulate data; the goal is the reduction of cost, risk, and operational disruption. While insurance premiums are a necessary focus, they are a “lagging indicator” that only reflects what has already happened. Real ROI is found in “leading indicators”—the safety behavior improvements that prevent accidents before they occur. As Jeff Griswold noted, the safest fleets see their return on investment in the collisions that never happened.



CHAPTER 1

Building Objective Scorecards

Normalize the Data

A fair scorecard must account for the reality of different driving environments. Jonathan Beshears pointed out that a long-haul driver covering 12,000 miles will naturally trigger more events than a local driver doing 3,000 miles. By normalizing scores by miles or hours driven, you create a “rate-based” comparison that allows you to evaluate all drivers on a level playing field, regardless of their route.

Identify Trends vs. Snapshots

The webinar experts emphasized that a single week of data is often just “noise”. A driver might have one bad day due to external factors, but the real “signal” lies in 30-, 60-, or 90-day trend lines. High-performing fleets watch the direction of the trend—if harsh braking or speeding is climbing over a month, that is a true indicator of emerging risk that requires a conversation.

Reward the Safest Drivers

If a scorecard is only used to catch mistakes, it becomes a “gotcha” program that erodes trust. Jonathan suggested using scorecards to celebrate the drivers who are doing everything right. Whether it is a gift card or a public shout-out on LinkedIn, recognizing a “Driver of the Quarter” creates a sense of pride and encourages others to improve their own scores.



CHAPTER 2

The 4-Step Proactive Coaching Loop

Identify Trends Early

The first step is moving from reactive “firefighting” to early detection. Instead of waiting for a DOT inspection or a crash to review data, managers should use their dashboards to flag high-signal risks like handheld phone use or chronic speeding. Catching a driver using a cell phone when the behavior first appears can prevent the ~240% increase in crash likelihood associated with distraction.

Review the Context

Before a coaching session, a manager must understand the “why” behind the event. Jeff and Jonathan highlighted the importance of reviewing weather, traffic, and route context. For example, a harsh braking event in a construction zone where the driver was cut off is fundamentally different from a driver braking hard because they were distracted by a phone on an open interstate.



Log the Coaching Conversation

Documentation is the cornerstone of legal defensibility. The experts warned that simply having a system is not enough; ignoring known risk creates liability. By logging every conversation—what was discussed, what needs to change, and the agreed-upon timeline—the fleet builds a record that demonstrates a “Duty of Care,” which is vital if the business ever ends up in litigation.

Verify the Improvement

Coaching is not a one-time reprimand; it is an ongoing process. The loop is only closed when a manager follows up over 15, 30, or 60 days to verify that the driver’s behavior has actually changed. This follow-up ensures the training actually “landed” and helps the manager decide if additional support or a different coaching path is needed.



CHAPTER 3

Securing Driver Buy-In

Transparency of Goals

Trust is built through transparency. Drivers need to understand exactly what is being measured and why it matters to the fleet's survival. When drivers are involved in the conversation and understand that the system's goal is safety and career protection—not just surveillance—engagement levels rise and the safety program gains momentum.

Use Data to Defend

One of the most powerful ways to get driver buy-in is to show them how the technology protects them. Jeff shared how video can exonerate a driver by showing they had a green light or were acting safely when another vehicle caused a collision. Telling a driver, "This system saved your career today," transforms the perception of telematics from a "spy" into a "shield".

The Solera Advantage

Solera Fleet Solutions leverages its deep legacy and massive volume of accumulated data to build sophisticated algorithms that transform raw information into a competitive edge. By converting data from both compliance and video systems into actionable insights, Solera helps fleets optimize maintenance and coach drivers with precision. This proactive approach lowers downtime and ups overall productivity, all while keeping drivers satisfied and making the roads safer for everyone.



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