

# Changing driver behaviour through telematics, training

One way in which telematics data can prove invaluable is in changing bad driver behaviour that would ordinarily cost companies thousands in wasted expenses. At a recent virtual colloquium, the topic was discussed and tips provided on how to best use the data provided by your telematics system.



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Eugene Herbert, managing director of MasterDrive, says the 'dump your data and stop crashes' colloquium provided an opportunity for thought-leaders in the industry to share their expertise. "The discussion revealed how invaluable telematics data can be when used to its full potential.

"As we emerge from a difficult period economically, following lockdown, fleets need to use the data provided by telematics to make educated decisions about how to save on costs and prevent unnecessary ones. Each speaker provided valuable information on how to best use your telematics data to achieve this," says Herbert.

## The presentations included:

- Using video data to help change driver behaviour by Caroline Smit from DriveRisk
- Using telematics to ensure fleet safety and driver compliance by Ryan Diesel from Geotab Africa
- Lessons learnt using telemetry by Craig Procter-Parker from Accident Specialist
- Completing the circle with driver training by Eugene Herbert from MasterDrive

Herbert addressed the importance of acting on the information provided by telematics. "An essential part of changing problematic driver behaviour is the correct training interventions. You can analyse the data provided by telematics to determine in what areas your drivers require improvement.

“Telematics and driver training work hand-in-hand with one another. The two cannot work independently of each other: going to the effort of identifying problem areas with no way to rectify those issues makes that effort redundant. Driver training then becomes the final step in the circle of identifying, understanding and rectifying bad driving behaviour.”

If your organisation prioritises the change of bad driving habits, telematics data can be the first step in bringing this change to fruition. “Once you have identified problem areas, training then becomes the key to making a tangible change. Together, telematics and driver training has the potential to effectively bring about changed driver behaviour,” says Herbert.

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