

Electronic Logging Devices

How to Introduce Onboard Technology to your Drivers

The decision to implement an electronic logging device (ELD) is often a cause of stress for drivers. After all, many drivers were drawn to this business for the independence and autonomy that it provides. From their perspective, any attempt to monitor driver behavior is seen as an infringement on their freedom.

The truth is that ELD offerings from companies like Omnitrac's offer a broad range of efficiency and productivity benefits beyond simply tracking driving hours. Typically, an electronic log is just one component of a broader mobile fleet management solution designed to help drivers and fleets improve safety, increase fuel efficiency, navigate truck-approved routes, enhance driver-dispatcher information exchange, manage regulatory compliance, and much more. With all of the challenges affecting the transportation industry today, more than ever, fleets need the competitive advantages that this technology brings.

Driver acceptance of ELDs can be a challenge, but the implementation of this technology can help take your business to the next level. There are simple, effective ways to win over your drivers and ensure a successful implementation — you'll need to *Engage, Educate, and Explain*.

Engage with your drivers and be transparent about the decision process

Engaging with your drivers is the key to ensuring driver acceptance. Try starting with a discussion where you explain the problems you are trying to solve: lack of communication on the road, inefficient routes, driver log errors, etc. Listening to driver concerns opens up two-way communication, and helps them feel involved. It also goes a long way to eliminate skepticism about tracking technology, and prevents a situation where the drivers feel that technology was forced upon them.

This open dialogue is not just a good method for obtaining buy-in for adopting onboard technology, but also a best practice for managing drivers. Open communication fosters trusting relationships and is crucial to the safety, productivity, and satisfaction of the driver. It can also increase the profitability of the entire fleet.

Educate your drivers on how ELDs work

Once you have started a dialogue with your drivers, make sure your drivers understand how ELDs work. There is often confusion about what ELDs actually track, who sees this information, and what the limits of this technology are. This leads to unwarranted fears that they will be under constant surveillance by “big brother.” It is important to address these concerns up front.

Make sure your drivers understand:

- **Exactly what ELDs can and cannot track.** By being transparent about what this technology can and cannot track, your drivers will feel more comfortable using this technology.
- **Who can see the data collected by these ELDs.** It is a common misconception that the data is reported to the government. The truth is that only authorized employees of transportation companies have access to certain data points such as truck location. Ensuring drivers know that ELDs do not allow the DOT to track their every move goes a long way in ensuring drivers do not feel their rights are intruded upon.
- **ELDs do not take control away from the driver.** One myth about ELDs is that they can shut down a truck. ELDs simply record engine data, and have no ability to shut a vehicle down. Decisions about where and when a truck can safely be stopped are still left up to the driver.



Explain what is in it for the business

Your drivers need to know that the move to adopt this technology is not driven by a desire to spy on drivers. By explaining the expected benefits to compliance, safety, productivity, and efficiency, your drivers will have a deeper appreciation for the technology and what it can bring. Start a dialogue with your drivers about what the company is hoping to gain from making this decision.

To help you explain the company benefit to your employees, see our [Top Five Reasons Your Fleet Needs ELDs](#) article.

“Initially their attitude was that if we were to put the logs into their truck, they would quit. As they had the opportunity to use the logs, and spend about 30 days with the logs, their attitude completely reversed and they came back with the attitude that if we took it out of the trucks, they would quit.”³

— Allen Lowry
Director of Safety
Central Refrigerated Services

Explain the benefits to your drivers

Drivers want the company to succeed, but to really get their attention and obtain driver buy-in, you need to talk about what's in it for them.

The good news is, there is a lot for drivers to get excited about when it comes to using ELDs.

Top five reasons your drivers will love ELDs

1

More drive time means more miles — which means more money

Contrary to popular belief, electronic logs actually *increase* the amount of drive time available! Drivers generally find that going from 15-minute duty status changes to changes occurring in real time means the driver typically has one to two more hours of drive time each week!

Onboard technology also helps maximize drive time by keeping vehicles in optimal working condition. By sharing real-time vehicle health information, such as tire pressure information, fault code data, DVIRs, and engine diagnostics, fleet managers can help prevent blowouts and unplanned service calls.

2

Simplify paperwork

By making the switch to electronic logs, drivers will benefit greatly from the elimination of much of their paperwork. Drivers will be able to save countless hours per year that were previously spent preparing driver logs, state miles reports, and inspection reports. According to the FMCSA, drivers save \$708.00 per year/driver by this lessened administrative cost.¹

Since electronic logs automatically prepare all of this data, the use of them also removes the risk of error from drivers' hands. It also eliminates the possibility of placing blame on the driver for form and manner violations or inaccurate state miles reports.

Ultimately, this results in drivers spending less time worried about details, and more time spent focusing on what they should be doing — driving safely.

3

Accurate Driver Pay

With onboard technology, every mile is accurately recorded and reported back to fleet managers to ensure prompt and accurate payment to drivers. This means no more compiling mileage reports and no more waiting for payment. It also means drivers can have confidence that they are being paid exactly what they should be.

Additionally, having precise GPS data means that carriers now have a mechanism to accurately charge for detention time. This detention time can then be passed on to drivers in the form of payment to compensate them for the time they spent waiting.



Top five reasons your drivers will love ELDs, continued

4

Validate what actually occurred:

Critical Event Reporting, or data collected during an event like harsh braking, can be used to exonerate the driver in the event of an accident. This legally protects the company, but can also improve driver satisfaction by letting the driver and manager know for certain if the driver was in the right.

5

Keep drivers safe

According to the FMCSA, drivers using ELDs had a significantly lower total crash rate (11.7% reduction) and a significantly lower preventable crash rate (5.1% reduction) than vehicles not equipped with electronic logs.² This is due in large part to the ability to identify and correct problematic driving behavior — such as rapid lane changes and speeding — as it happens. Crash rates were also lower with the use of ELDs due to the ability of fleet managers to more accurately monitor vehicle health, preventing tire blowouts and other equipment malfunctions that put the driver at risk.

Additionally, with GPS data available, managers can route drivers away from hazardous roads, inclement weather, as well as traffic and accidents. Managers can also send help in the event of a medical emergency. In-cab navigation provides truck-specific navigation that helps the driver avoid collisions with bridges.

The decision to implement an electronic logging device is often a cause of stress for drivers, but it does not have to be. By engaging with your drivers, directly addressing their concerns, and explaining the benefits, drivers will become much more comfortable with this technology.

Sources

1. http://ntl.bts.gov/lib/51000/51800/51836/13-020-Study_of_the_Impact_of_a_Telematics_System_Full_Report.pdf
2. http://www.regulations.gov/contentStreamer?documentId=FMCSA-2010-0167-0900&attachmentNumber=1&_disposition=attachment&contentType=pdf
3. <https://www.youtube.com/watch?v=IFzmcfzVuIA>

Getting More from Your Technology Investment

The Omnitracs Alliance Program facilitates integration of Omnitracs solutions with other leading companies that provide complementary technologies and services. This program taps into the power of integration in order to best meet the needs of our shared customers.

We offer Omnitracs Professional Services to all sizes of fleets to help you utilize our applications and our partners' applications in the most efficient way. Our assessment, integration, custom development and programming, training, business intelligence, and predictive modeling services deliver practical solutions. This critical information increases your productivity and efficiency, so you can both grow and differentiate your business.

The Omnitracs Services Portal provides access to a suite of web-based fleet management applications, including satellite mapping. Data from the Services Portal can be integrated into your existing enterprise systems.

About Omnitracs, LLC

Omnitracs, LLC is a global pioneer of fleet management, routing and predictive analytics solutions for private and for-hire fleets. Omnitracs' nearly 1,000 employees deliver software-as-a-service-based solutions to help more than 50,000 private and for-hire fleet customers manage nearly 1,500,000 mobile assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics over 25 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

Learn how you can use our applications, platforms, and services to reduce costs, increase profitability, and stay competitive. Visit www.omnitracs.com and let us show you how you can save time and money.



omnitracs

717 N. Harwood Street
Suite 1300
Dallas, Texas 75201
U.S.A.
(800) 348-7227
www.omnitracs.com