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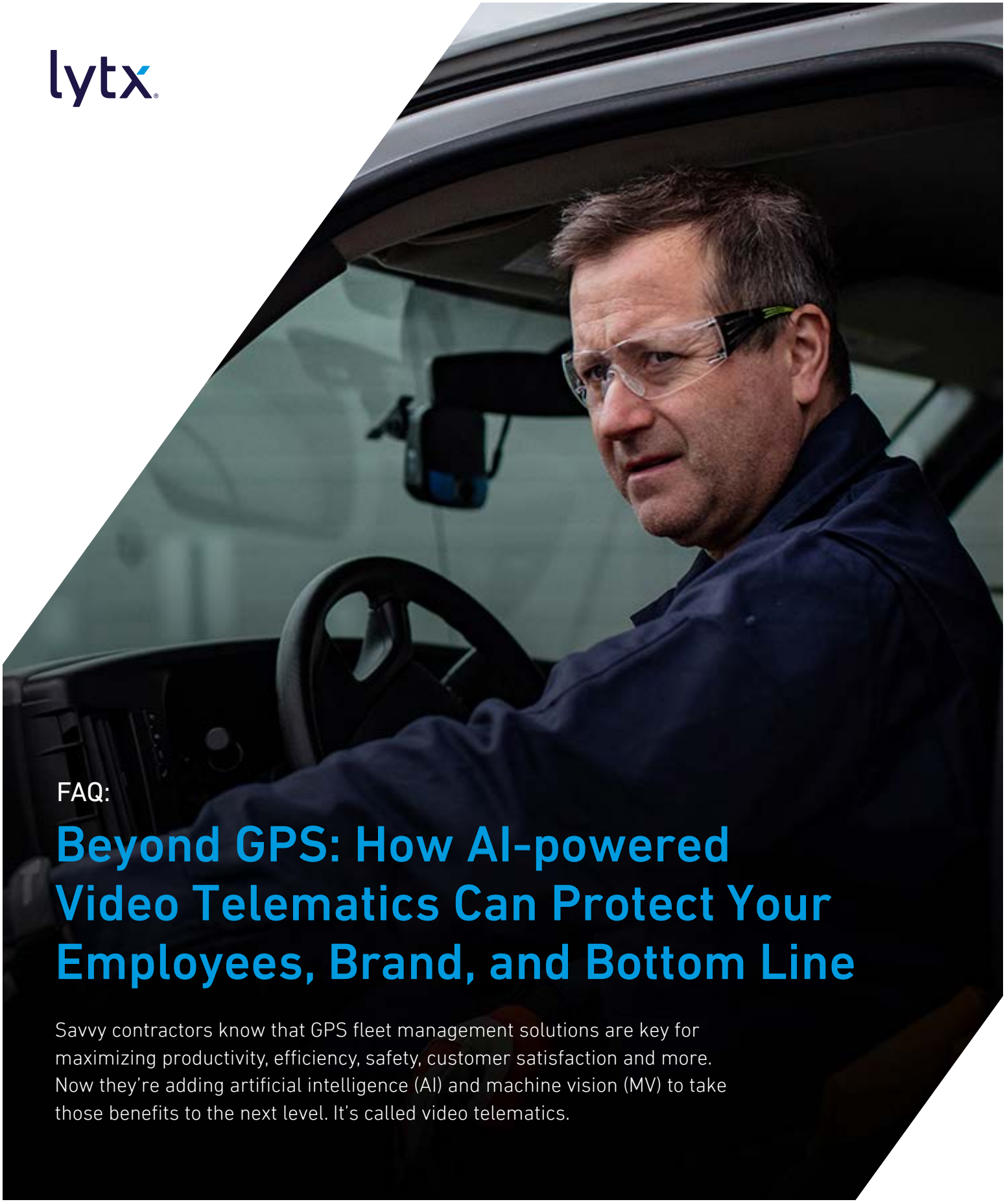

FAQ:

# Beyond GPS: How AI-powered Video Telematics Can Protect Your Employees, Brand, and Bottom Line

Savvy contractors know that GPS fleet management solutions are key for maximizing productivity, efficiency, safety, customer satisfaction and more. Now they're adding artificial intelligence (AI) and machine vision (MV) to take those benefits to the next level. It's called video telematics.

# Q: What is video telematics?

Traditional telematics systems use cellular, GPS, and drivetrain sensors to provide real-time information about your vehicles' location, speed, idle time, and more. Video telematics provides an additional layer of insights into your employees' driving habits, their safety, and the conditions around them.

Lytx DriveCam® uses cameras mounted inside the cab, outside the vehicle, or both. This footage enables you to understand why, for example, harsh braking occurred. Was it because the vehicle in front of yours slammed on its brakes? Or was your employee distracted or following too closely?

These insights are key for determining which employees have safe driving habits and which ones need coaching. After adding video, some contractors have reduced collisions and near collisions by 50 percent.*

Video also can provide additional insights for maximizing productivity, efficiency, and customer satisfaction. For example, dispatchers can use GPS to locate the vehicles closest to a customer. With video, they also can see conditions around each vehicle, such as a congested construction zone. Now they know that a vehicle farther away could actually arrive sooner because it's not stuck in traffic. Just as important, they didn't have to distract the employee while driving with a call or text asking how traffic was.

**Adding video can help contractors reduce collisions and near collisions by 50%.***



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# Q: How can video protect my brand?

Video is ideal for understanding the customer experience, which directly affects your brand reputation. For example, dash cam footage stamped with the time and GPS coordinates enables you to verify delivery, where the products were left, and their condition.

Video also helps identify ways to improve the customer experience. Suppose you have a company policy is to place a safety cone at the back of a vehicle after parking at a customer's home, and then put on booties before going inside. Footage can quickly identify employees who don't follow those policies and need reminders. Footage of deliveries and other customer interactions also can be used for training new employees.

Finally, video helps identify employees who engage in risky driving behaviors. They're more likely to provide a negative customer experience once they arrive. Also, people who are cut off by a contractor's vehicle in traffic are unlikely to hire that firm. Some may even share that experience on social media, leading to more lost business.


**Footage of deliveries and other customer interactions also can be used for training new employees.**



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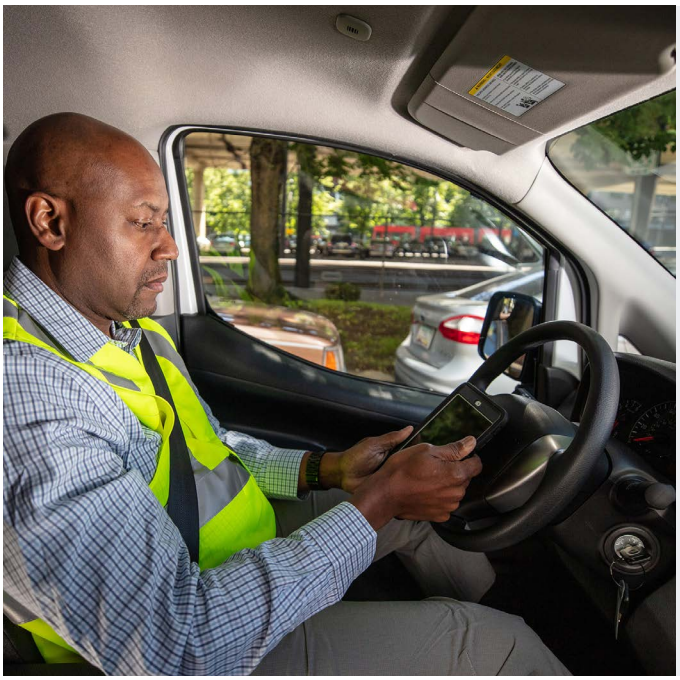
# Q: How can video telematics protect my employees?

One example is exonerating employees falsely accused of causing accidents, such as when the other driver suddenly pulled out in front of your vehicle. Fewer accidents help keep your company's insurance premiums low.

Good driving habits acquired on the job also benefit employees outside of work, such as with lower premiums on their personal vehicles. And when footage exonerates them for an accident in a company vehicle, they don't wrongly get points on their license, which affects the premiums on their personal vehicles.

Video also can identify risky behavior that employers can directly control, such as digitizing paperwork so employees don't have to thumb through it while en route to a job site.



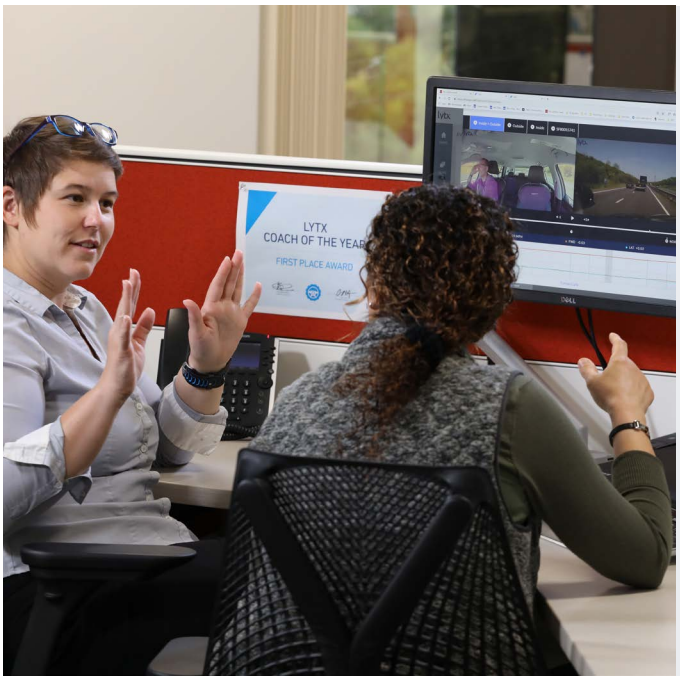
**Video also can provide additional insights for maximizing productivity, efficiency, and customer satisfaction.**

# Q: Who's going to review all of that video?

This question highlights the benefits of choosing a video telematics solution with machine vision (MV) and artificial intelligence (AI)†, which analyze footage to identify driver behaviors and other conditions that you choose. Lytx DriveCam AI uses more than 185 billion miles of driving data to identify and interpret scenarios, such as distracted driving, with precision and accuracy.

MV+AI eliminates the need for your dispatchers, safety directors, and other managers to watch hundreds of hours of video each week, freeing them to focus on other tasks. Instead, MV+AI provides them with only the clips and information they need to understand how a particular employee, or all employees, are driving.

Lytx DriveCam also makes it easy to provide employees with real-time feedback with virtual ride-alongs using live-stream video.† This feedback could be coaching or praise for exemplary driving.




**Lytx DriveCam also makes it easy to provide employees with real-time feedback with virtual ride alongs using live-stream video.‡**

# Q: What if my employees object to being monitored?

Lytx DriveCam gives contractors the flexibility to balance business goals with employee preferences. For example, some contractors choose to have the in-cab camera turned off and rely on the exterior cameras.

Education also is key for addressing employee concerns, such as by explaining how video minimizes the risk that they'll be wrongly accused of causing an accident or delivering to the wrong address. Some contractors use video to "gamify" good driving with leaderboards, and use insurance premium savings from lower collision and claims costs to fund bonuses to reward safe drivers.

Another tip is to show employees how video can make their lives easier. One example is providing dispatchers and managers with the information they need to route them around traffic jams, so their workday ends on time rather than hours later.

**Some contractors use video to "gamify" good driving with leaderboards, and use insurance premium savings from lower collision and claims costs to fund bonuses to reward safe drivers.**

## Learn more about the Lytx difference

LEARN MORE

*Results not guaranteed and vary by client. These numbers are Lytx internal, based on a sampling of client claims data.

†Lytx MV+AI technology is a driver aid only. Drivers should never wait for a warning before taking measures to avoid an accident. Lytx MV+AI distraction detection and alerting technology is designed to respect driver privacy because it does not collect, store or use any biometric identifiers or biometric information (i.e., scans of facial geometry) to detect distracted driving behaviors. See https://www.lytx.com/driver-information.

‡Subject to available cellular network coverage.



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