

Electronic Distracted Driving Solutions in the Real World

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Abstract

Having now spent over two years deploying electronic distracted driving solutions to a number of families and Fleets in Australia and beyond, there has been a lot of learning in terms of what has worked and what hasn't. The human factors and challenges in deploying solutions, both engaging and those experienced by management, fleet OH&S and end users in these organisations. There is good anecdotal evidence in terms of the influence and change affected by these systems and we will present case studies along with supporting data to show changes over time with reference to actual Fleet experiences in Australia.

Background

Having spent over two years deploying electronic distracted driving solutions to a number of families and large Fleets in Australia and beyond, there has been a lot of learning in terms of what has worked and what hasn't. The human factors and challenges in deploying solutions, both engaging and then those experienced by the management, fleet OH&S and end users in these organisations. There is good anecdotal evidence in terms of the influence and change affected by these systems and we will present case studies along with supporting data to show changes over time with reference to actual Fleet experiences in Australia.

Steve Metlitzky, as CEO of TextStopper and his team have evaluated and then deployed several electronic distracted driving solutions in Australia. We also have several excellent case studies from the parent company in the USA, having deployed to large organisations including Walmart etc. If inappropriate, we are happy not to mention our product name.

Our focus is to provide real-world experience in terms of how these solutions can make a difference, what was being experienced inside these Fleets prior to installation of a solution, the human challenges involved and experienced by various groups, from the fleet managers, through the safety teams, management teams and then the end users themselves. We will explore and discuss the 'political correctness' challenges that affect management in pursuing deployment of a solution and how 'buy-in' and getting end users to participate and support the change was critical and methods used. Often users have both work and personal phones and how do organisations manage this aspect? We will also discuss a range of solutions considered and their relative effectiveness or lack thereof.

Results

We will explore and explain, with supporting data, the evolution of selected fleets in terms of initial behavior, transitional behavior and then current behavior and the affects we believe this is having on removing a significant number of distractions. Our case studies, including some from the USA that have been running for many years at large organisations, will also provide more tangible end results in terms of actual reduction of accident rates and resultant reduction in insurance claims, providing a financial benefit over and above the human safety benefit.

Conclusions

The link between distracted driving and road safety is no longer a tenuous one, it is apparent to anyone and everyone in road safety that we are seeing a significant and increasing impact that

driver distraction is having on road injuries and death. The effects, human and financial are tangible and visible. Driver education and enforcement, although crucial, miss the opportunity to directly impact and affect change in a real and rapid way. Through our presentation, we will share our learning and evidence-based effects within business fleets that are a significant part of our driving population and why believe this is an important element of the discussion.