Did you know?
Many insurance companies will fund part or all of the cost of a decal-based fleet safety program?

Fleet Safety Pioneer
Now in its 27th year, the Driver’s Alert 1-800 ‘How Am I Driving?’ program, also known as SmartWatch™, is the industry standard for decal-based fleet safety programs. We’re the first to:

• Use high-visibility, reflective decals for night viewing
• Assign unique vehicle IDs
• Record motorist calls
• Integrate incident-related, online training

1. Identify.
Thanks to our thorough motorist interviewing process, developed in partnership with local law enforcement, 70% of calls are screened out. This rigorous quality control process ensures the reports you receive are genuine and contain the information necessary for you to properly follow up with your drivers.

Once unsafe behavior is identified, we walk you through the driver coaching process. Everything is conveniently accessible from the call report email. From the driver’s response to action taken, it is all documented.

3. Correct.
Unlike other decal-based fleet safety programs, SmartWatch actually corrects unsafe behavior. When a safety event occurs, incident-specific online training is prescribed, thereby closing the loop.

Simply put, SmartWatch is the most cost-effective way to identify unsafe drivers BEFORE an accident occurs.

Listen to actual motorist calls at www.driversalert.com/smart-watch
Why SmartWatch™ Works:

1. **The Hawthorne Effect** – People perform better if they know they are being monitored.

2. **Crowdsourcing** – Soliciting input from the general public serves as a force multiplier, giving you “more eyes” to spot problems.

3. **Easy to Use** – Accurate, thorough reporting makes managing driver safety simple. Access all safety event information directly from the call report email.

CALL Jeff Maiden 561.417.1459  
jmaiden@driversalert.com  
www.driversalert.com

**STEP 1**  
Concerned motorist observes safe or unsafe driving event and calls Driver’s Alert.

**STEP 2**  
Agent answers call, identifies nature of event, completes a detailed report and sends to Quality Control Manager.

**STEP 3**  
Quality Control Manager verifies details of report, then forwards it, along with digital recording of call, to Safety Director.

**STEP 4**  
Safety Director meets with Driver. Report is reviewed. If necessary, next steps are discussed and training is assigned to Driver.

**STEP 5**  
A safer driver returns to the road.

**CONTACT CENTER FACTS:**

- Calls answered on the first ring 98% of the time
- 1,000+ calls fielded each day
- 24/7 operation based in the United States
- More than 20 dedicated agents
- Interviewing process developed in conjunction with local law enforcement