

Distracted Driving Prevention



LifeSaver

Why should my business be concerned about Distracted Driving?

Cell phone-related distracted driving is **#1 cause of vehicle collisions**. Sending a quick text every now and then while on the road may seem harmless to some, but distracted driving puts your employees and your business at risk. At-fault collisions can lead to **nuclear verdicts (\$10M+)**, which are becoming all too common.

What can I do to safeguard my business from Distracted Driving?

- At minimum, a company should have its employees agree to a **strong** cell phone usage policy that covers the following elements:



All employees



All handheld and hands-free devices



All company vehicles



All company mobile phone devices



All work-related communications, even in personal vehicles or on personal cell phones

- **No Policy Enforcement => Negligent Entrustment => Nuclear Verdict.**
LifeSaver is an effective solution to enforce your cell phone usage policy.

How does LifeSaver work?

Teaches & Enforces New Driver Behavior: Don't manipulate your phone behind the wheel.

LifeSaver teaches and enforces a new driving behavior; and promotes employee self-correction with real-time visual intervention and driver daily digests. Your drivers will quickly adapt to hands-free phone practice if there's a need to communicate while driving.

(1) LifeSaver App: Easy to deploy and manage

With no hardware requirement, deployment is simple, with your employees installing the app and connecting to your LifeSaver Driver Portal through an invitation initiated through the Portal.

(2) LifeSaver Driver Portal: Managers gain DD visibility

Fleet managers (1) gain insights to driver data not previously available, (2) can quickly identify problem drivers who need coaching, and (3) acknowledge superior drivers. Managers also have flexibility to customize hours of operation that reflect your employees' workday.



Why is LifeSaver the best solution?

(1) Best value for your fleet safety budget

LifeSaver is a **low cost, driver-friendly** solution that delivers **high safety impact** by significantly reducing your employee cell phone usage while driving (see the Case Study below). Our solution is software only, requiring no hardware investment, and offers immediate driver self-correction while giving fleet managers visibility into employee Distracted Driving previously unavailable.

(2) LifeSaver complements Telematics

Even if you have Telematics, you should consider adding LifeSaver for its real-time visual intervention, which is a more efficient and more effective way to modify your employees' driving behavior vs. coaching them later on with planned corrections.

	LifeSaver	Telematics
Annual Cost	\$60-\$120/year per phone	\$300/year per vehicle
Focus	<ul style="list-style-type: none">❖ Employee safety❖ Asset protection❖ Nuclear Lawsuit avoidance	<ul style="list-style-type: none">❖ Asset Tracking❖ Route/fuel optimization❖ Vehicle maintenance
Solution	Software Only	Hardware + Software
Behavior Modification	Immediate Self-Correction (preventing phone usage)	Planned Corrections Required (coaching tool to correct behavior)
Driver Positioning	Gets you home safely every night	Lowers fleet operating costs

What results should I expect from using LifeSaver?

