

Through the right lens

A fleet manager's guide
to safety cameras

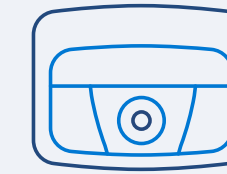


What every fleet manager needs to know before buying a safety camera

More fleets are being pushed toward safety cameras as expectations around driver safety continue to rise. Insurers may want video in place before offering coverage, while legal exposure makes incident evidence more important. That pressure can start the buying conversation, but it does not define what the camera needs to do once it is installed.

Modern cameras can do more than record the road, which makes the buying process more nuanced for first-time buyers. Solutions with on-device AI can analyze video in milliseconds, allowing the system to identify risk in real time and deliver an alert to the driver. When the camera is integrated with a telematics platform, managers can review footage alongside the vehicle data connected to the event, such as speed or related driving behavior.

A rushed decision can leave the fleet with footage no one uses, gaps in the context needed to understand key incidents or driver concerns that should have been addressed before rollout. The wrong choice can also deliver less than a full safety solution would — leaving significant time and cost savings on the table.



Before choosing a camera, fleet managers need to understand:

- 1 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching.
- 2 Why you need to define your fleet's requirements before comparing camera models.
- 3 The differences between camera types and their capabilities.
- 4 The critical importance of proper installation and configuration.
- 5 How to earn driver trust and get the team on board before rollout.
- 6 How to measure results over time and prove your camera program's ROI.

By working through those steps in order, fleet managers can move from knowing they need cameras to building a safety program that fits the way their fleet operates.



Table of contents

CHAPTER

01

How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

CHAPTER

02

Why you need to define your fleet's requirements before comparing camera models

CHAPTER

03

The differences between camera types and their capabilities

CHAPTER

04

The critical importance of proper installation and configuration

CHAPTER

05

Change management and getting drivers on board

CHAPTER

06

How to measure results over time and prove your camera program's ROI



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

CHAPTER 1

How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

For a long time, a safety camera did one job. It recorded the road, so you had footage if something went wrong. That is still where the category starts, but it is no longer where it ends.

Video can also be viewed alongside telematics data, giving managers more than the footage alone when they review an event. This combined view supports faster incident review while providing a clearer picture of where risk is developing.

Modern cameras can also move beyond post-incident analysis. Some systems can warn drivers of a potential collision or deliver in-cab coaching in real time. Multi-camera setups can extend visibility around the vehicle, helping drivers manage blind spots or low-speed maneuvers.

These capabilities add a lot more value, but the broader role of video makes the buying process more complex for fleet managers evaluating cameras for the first time.

This chapter explains how cameras fit into a connected safety program, then breaks down the capabilities available today. With that context, you can choose a system based on how it will support your fleet rather than defaulting to price.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet’s requirements before comparing camera models

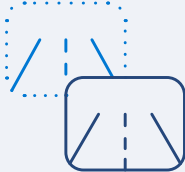
03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program’s ROI

Safety camera solution capabilities

Capability	What it does	What it helps with
 Incident evidence	Captures the footage around an event for review	Claims, disputes, exoneration
 Real-time in-cab alerts	Warns the driver as risk develops, before an incident	Distraction, fatigue, following too closely
 Expanded visibility	Extends coverage to the sides and rear of the vehicle	Blind spots, reversing, tight sites
 Event prioritization	Surfaces the highest-risk events for review first	Faster review, focused coaching
 Telematics context	Pairs video with vehicle data from the same moment	Understanding why an event happened
 Privacy controls	Adjusts how in-cab video and audio are captured or disabled	Driver privacy and regulatory requirements

01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet’s requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program’s ROI

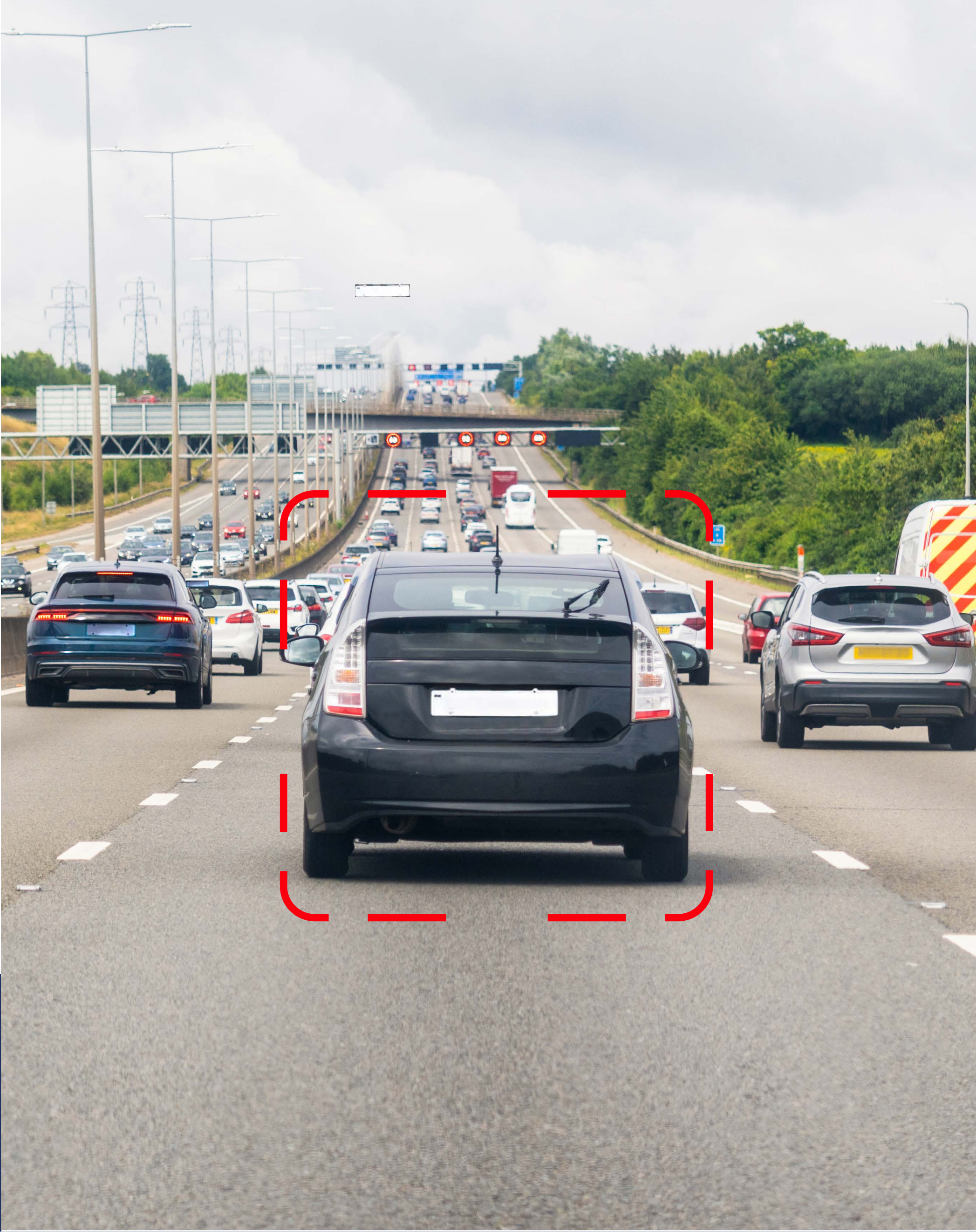
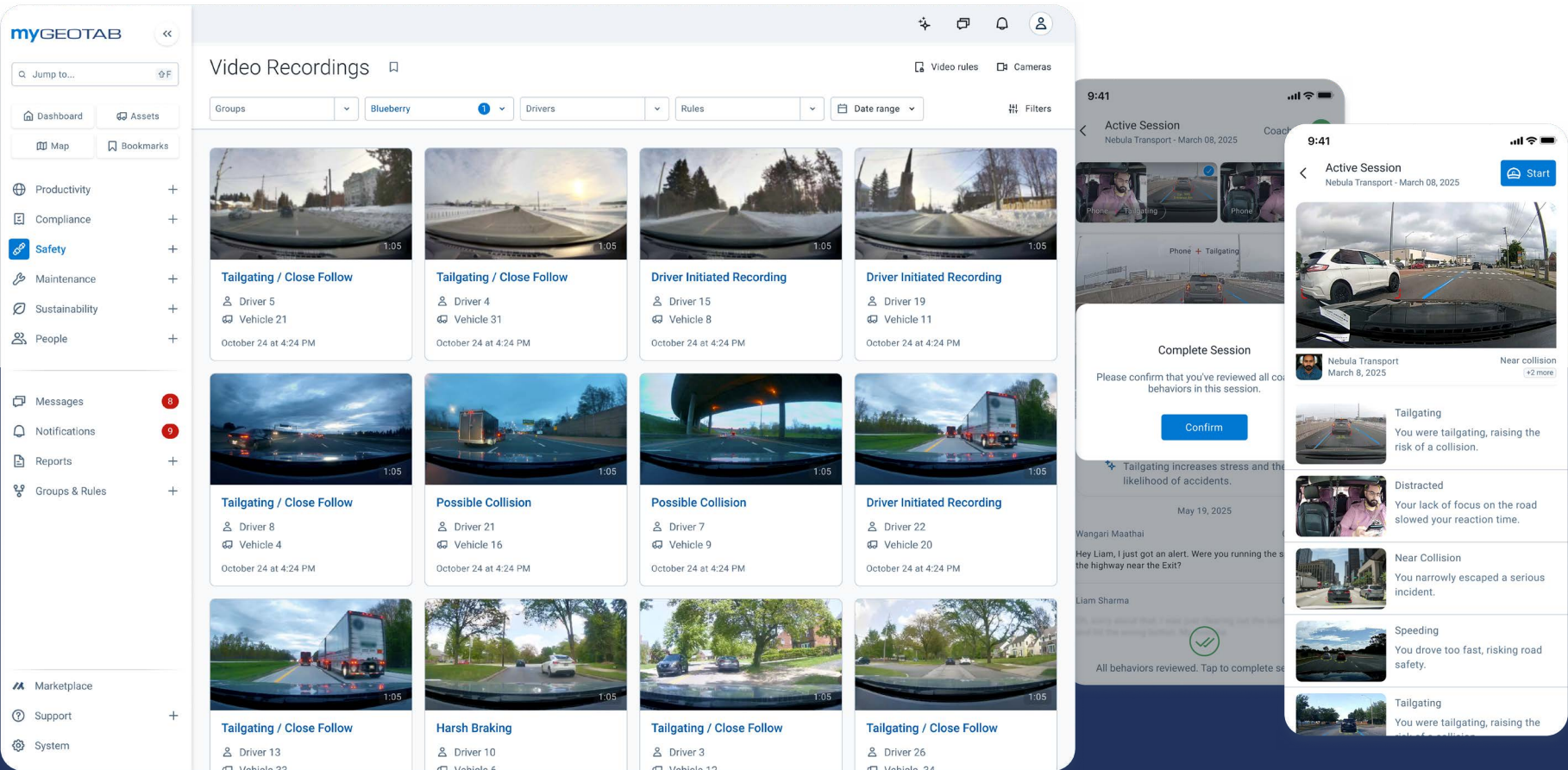
Capturing evidence when an incident is disputed

The main reason most fleets buy a camera is to have an objective record of what happened when there is an issue. For example, when another vehicle cuts in and brakes hard, the footage shows who caused the incident. That can be the difference between a claim you pay and one you don't. Footage is recorded in high definition and stays in the cloud for months, so it is still there if there is a claim or legal question.

Some cameras use built-in AI with event-specific recording to capture footage tied to key driving events. Managers can review the relevant clips without searching through continuous video.

Events may include:

- Major or minor collisions, including low-speed parking-lot contact that often goes unreported.
- Risky driving ahead, such as tailgating, a rolling stop or lane drift.
- Any incident that is initiated when a driver presses an event trigger button.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

Alerting drivers to risk in the moment

Many incidents take shape in the seconds before they happen, often caused by something within the cab. A driver looks down at a phone, fatigue builds late in a shift or the following distance creeps shorter without the driver noticing.

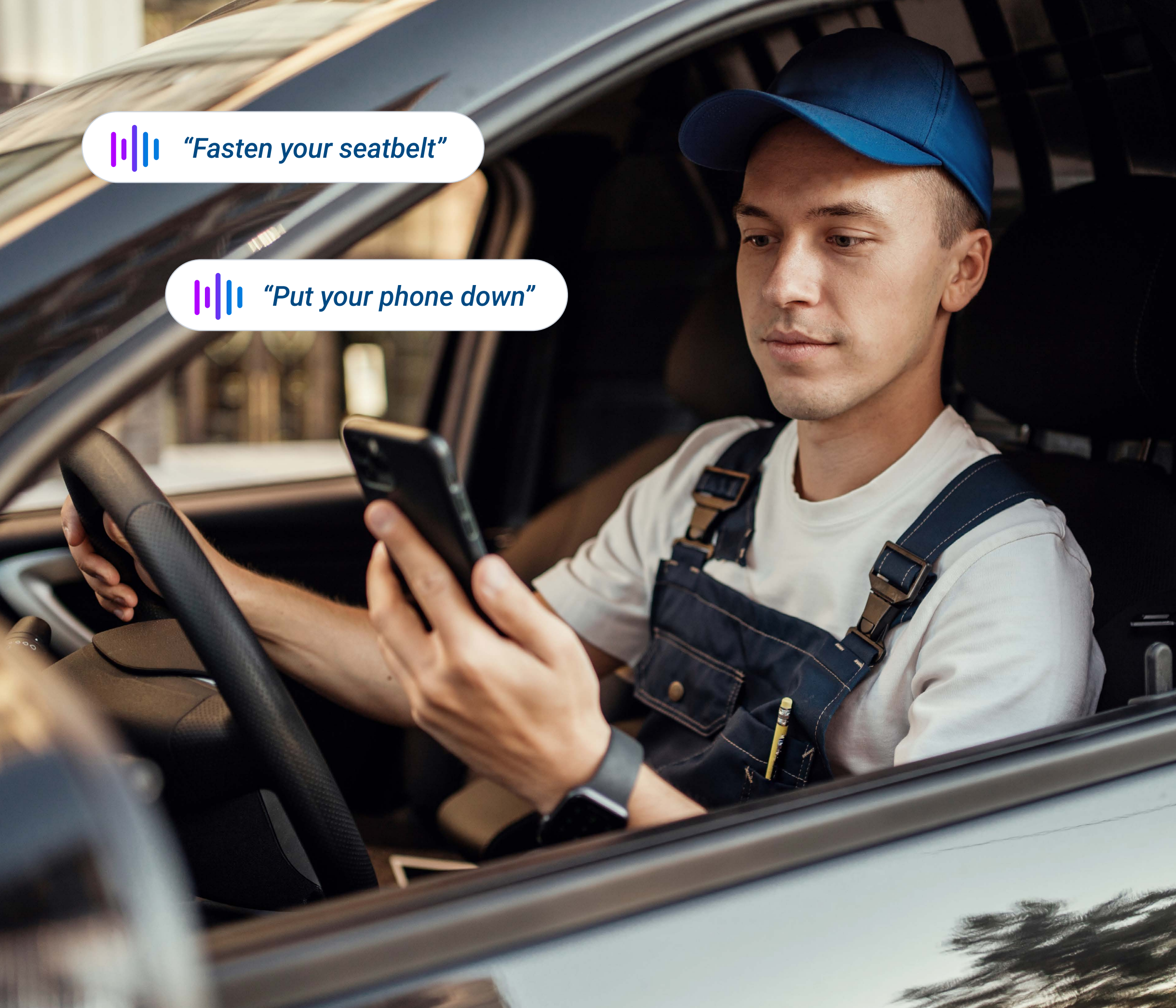
Some systems can recognize these moments as they occur, with on-device AI analyzing the cab for signs of distraction, phone use or fatigue. The purpose is not to gather evidence, but to create a coaching opportunity while the driver can still act on it.

When the camera detects one of these behaviors, an in-cab voice alert immediately notifies the driver. This allows the driver to correct the behavior on the spot instead of hearing about it in a coaching session a week later.

In addition to the immediate correction, the system can maintain a record of the incidents. High-severity or repeated risky events are automatically flagged for the fleet's safety manager — who can then review the video and provide targeted coaching.

Example prompts include:

- "Eyes on the road"
- "Put your phone down"
- "Hands on the wheel"
- "Fasten your seatbelt"
- "Smoking"



The importance of coaching

Geotab data, validated on 1.98 million vehicles, found that high-risk vehicles are 2.4 times more likely to be in a collision.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

Extending visibility around the vehicle

Vehicles operating in tight yards, busy streets or job sites with limited sightlines may need visibility beyond the road ahead. Auxiliary cameras can extend coverage to the sides and rear, giving drivers a clearer view of what is happening around the vehicle.

By covering areas that a single dash cam cannot capture, a 360-degree setup can help drivers manage blind spots during reversing or other low-speed maneuvers. Pedestrians, motorcycles or low-profile objects such as bollards may also be easier to spot before contact occurs.

When those additional camera views are paired with AI, the system can detect a potential collision risk ahead, beside or behind the vehicle. More advanced setups can also display selected views on a zero-latency in-cab monitor during backing or docking, allowing the driver to see the area around the vehicle in real time.

Prioritizing which events get reviewed

A camera can flag more events in a week than a safety manager has time to watch, especially across a larger fleet. Some systems use AI to assess how serious each one is, so events are prioritized by risk rather than arriving in the order they were captured.

This means a near miss and a minor incident are not treated the same way in the queue — allowing managers to start with the events that carry real risk.

Adding context from telematics

When a camera is integrated with a telematics platform, each event can be viewed alongside the vehicle data recorded at the same moment, including speed, location and the behavior leading up to it. That combination answers the question footage alone often leaves open, which is why the event happened rather than simply what happened.

A tailgating alert reads differently depending on what was happening around it, and the vehicle data fills that in. Speed and location can show whether the driver was closing on traffic that had slowed suddenly or holding too close over a sustained stretch. Reviewing both together gives managers a more complete account before they raise it with a driver.



Auxiliary cameras covering the sides and rear, give drivers a clearer view



Controlling what is recorded

No two fleets use video in exactly the same way. Some need stronger privacy controls for driver-facing cameras.

Configurable camera settings help fleets match the system to their operating environment, internal policies and driver expectations.

Privacy settings may include:

- Disabling the in-cab camera
- Automatically blurring faces and license plates
- Using the camera as a sensor without recording video

These options give fleets more control over how video is captured and how it is used

Edge vs. cloud AI video processing in safety cameras

Where the camera's AI does its work is worth understanding before comparing models, because it determines how fast the system can respond. Cloud-based systems record the video, upload it to a server for analysis and wait for a response, which builds a delay into every alert. Edge AI processes the video on the camera itself, so risk is identified in milliseconds.

At highway speed, a vehicle covers nearly 100 feet per second, which means that difference decides whether a warning reaches the driver in time to matter.

Processing on the device also tends to improve accuracy, since the camera analyzes high-definition video directly instead of a compressed upload. Fewer false alerts keep drivers from tuning the system out, while managers spend their review time on events that deserve it. There is a privacy benefit as well, because an edge system can distinguish normal driving from risk on board and only upload footage when a genuine safety event occurs.



Understanding the landscape for today's safety cameras

A safety camera is no longer a single product with a single purpose. Where it points, what it records and what it can detect all shape the problems it can solve. Every vehicle does not need every feature, so the right system should be based on the incidents your fleet actually experiences.

Before comparing models, start by reviewing last year's incidents to see where your risk is coming from. Look for patterns that point to issues such as in-cab distraction or blind-spot contact. Those trends give you a clearer brief for what your cameras need to do.

01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 **Why you need to define your fleet's requirements before comparing camera models**

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

CHAPTER 2

Why you need to define your fleet's requirements before comparing camera models

Many fleet managers start by comparing camera models, but the better first step is to define the problem the system needs to solve. The right camera should fit the outcomes you are chasing, the incidents you are trying to reduce and the rules you have to follow. **Once those priorities are clear, the feature comparison becomes much easier.**



Four questions to answer before comparing cameras

- 1 What are you trying to achieve?
- 2 How will you measure success?
- 3 What privacy constraints shape the decision?
- 4 How will the cameras work with your existing technology?

01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 **Why you need to define your fleet's requirements before comparing camera models**

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

1 What are you trying to achieve?

The most useful thing you can do before assessing cameras is to identify your biggest risks, areas with room for improvement, and the issues that account for the majority of claims or incidents.

Which specific issues will depend on the type of work the vehicles perform, but many programs are built around one of a few common problems:

- Distraction and other in-cab behavior that leads to collisions.
- Reversing, blind-spot and low-speed contact around yards or tight sites.
- Disputed-fault collisions, where you paid for claims you should have won.
- Rising insurance costs, driven by your own loss history.

The best place to find your issues is in your data. Claims records, collision reports, and telematics data will reveal where you need to focus. By understanding these needs, you can target the features that address these problems instead of comparing long lists of capabilities that may never be used.

2 How will you measure success?

A clear challenge still needs a target attached to it, or there is no way to tell whether the program worked. That target has to be an outcome you can measure, not a feeling that things are safer.

When asked, “fewer collisions” is usually a default answer, but it is too vague to be useful. It does not define what kind of collisions matter most or what change would actually signal progress. Instead, you should focus on the specific types of losses you are actually trying to reduce, along with a metric and timeframe.

A defined goal like “reduce preventable backing incidents in yards by 25% this quarter” gives you something concrete to manage against and something clear to evaluate once the period ends.



Distracted-driving **violations rose 48%** in the first half of 2024 compared with a year earlier. For fleets seeing more near misses or driver-risk events, that trend can make in-cab coaching a bigger part of the camera decision.

01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 **Why you need to define your fleet's requirements before comparing camera models**

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

3 What privacy constraints or concerns shape the decision?

This question is the one that many buyers don't consider until late in the selection process. Or worse, they discover the constraint only after purchasing equipment that does not comply. Privacy rules set hard limits on what you are allowed to record, and those limits can eliminate entire categories of cameras before features even come into play.

Three factors usually define those boundaries:

- Union agreements, which may restrict in-cab recording or require formal approval before any system is installed.
- Driver consent, which affects what can be recorded and how it must be communicated.
- Jurisdictional laws, which can vary depending on where vehicles operate.

In the U.S., audio recording is often the first privacy issue fleets need to check. Some states require everyone in the vehicle to consent before a conversation is recorded, so an enabled in-cab microphone can create a legal problem.

Many systems allow fleets to disable audio recording, but that needs to be confirmed before purchase. Since these rules will vary by region or agreement, fleet managers should confirm details with their legal teams before making any assumptions.

Even when there is no formal restriction on in-cab recording, drivers may still have concerns about being watched or judged. Taking that sentiment into account early helps keep the decision grounded in the people affected by it.

4 How will the cameras work with your existing technology?

Fleets that already use telematics need to look beyond the camera itself. Footage may need to appear beside the vehicle data tied to an event, so managers can review both without moving between platforms. Before comparing products, you will need to determine whether the cameras can connect with the system already in place or whether adding them would require a broader change.

Depending on the platform, bringing video into the same safety process may require replacing more of the technology already in use. Other systems can connect with the fleet's existing telematics platform, reducing how much needs to change. You should understand what each option would require before evaluating individual camera models.

Start reviewing cameras with the right context

With these four questions answered, you can start evaluating specific camera models with the right context. Instead of comparing every feature on the market, you can focus on options that match your risks, success metrics and recording limits.



01

How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02

Why you need to define your fleet's requirements before comparing camera models

03

The differences between camera types and their capabilities

04

The critical importance of proper installation and configuration

05

Change management and getting drivers on board

06

How to measure results over time and prove your camera program's ROI

CHAPTER 3

The differences between camera types and their capabilities

Once your fleet's needs are clear, the camera choice gets easier. Most fleet safety systems fall into three practical categories: road-facing only, dual-facing and multi-camera systems.

The Geotab GO Focus family spans all three, which allows fleets to match the camera setup to the vehicle instead of forcing one model across the entire operation.

Road-facing only



GEOTAB
GO Focus™

Dual-facing



GEOTAB
GO Focus Plus™

Multi-camera systems



GEOTAB
GO Focus Pro™

However, camera type is only one part of the decision. You also need to look at whether the platform offers the AI-enabled features your fleet wants while bringing video together with telematics data. For fleets using different cameras across their vehicles, the same platform should manage them all without splitting the safety program across separate systems.

01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 **The differences between camera types and their capabilities**

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

Road-facing only for when driver privacy is non-negotiable

For fleets that cannot or choose not to record drivers, a road-facing camera keeps the focus outside the cab. Union agreements, consent laws or internal policies may rule out driver-facing video, but fleets may still need clear evidence plus insight into risky events on the road.

Some road-facing systems use built-in AI to detect events such as tailgating or a potential forward collision. Because the camera never records the driver, the fleet can stay within its privacy requirements while reviewing footage with the telematics data tied to the event.

Geotab GO Focus AI Dash Cam

GO Focus was designed for fleets that need road-facing evidence without an in-cab lens or microphone. Built-in AI supports event-specific recording, so footage is captured around defined driving events rather than throughout every trip. The video remains connected to Geotab telematics data, giving managers the context needed to review what happened without adding another standalone system.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 **The differences between camera types and their capabilities**

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

Dual-lens with AI coaching for fleets focused on behavior change

A dual-facing solution adds an in-cab camera to the road-facing one, expanding visibility beyond the road to include the driver. Combining both views gives a fuller picture of what led up to an incident, showing what happened on the road and what the driver was doing at the time.

For systems with on-device AI, the driver-facing camera can detect risk factors such as phone use or fatigue. When a risk appears, the camera delivers an in-cab voice alert so the driver can self-correct during the trip. The same event can also feed into a coaching workflow, giving managers footage to review before they follow up.

Geotab GO Focus Plus AI Dash Cam

GO Focus Plus is designed and built to run natively on the Geotab platform. Its AI models run on the device itself, so risky behavior such as phone use or fatigue triggers an in-cab voice alert in the moment rather than after a round trip to the cloud. Flagged events flow into MyGeotab already paired with the vehicle data from the same trip, with the most urgent ones surfaced first so managers can coach the patterns that matter without sorting through every clip.

The power of in-cab voice coaching

During a 90-day pilot, a large U.S. fleet cut driver phone use by 95% after deploying GO Focus Plus voice coaching.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 **The differences between camera types and their capabilities**

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

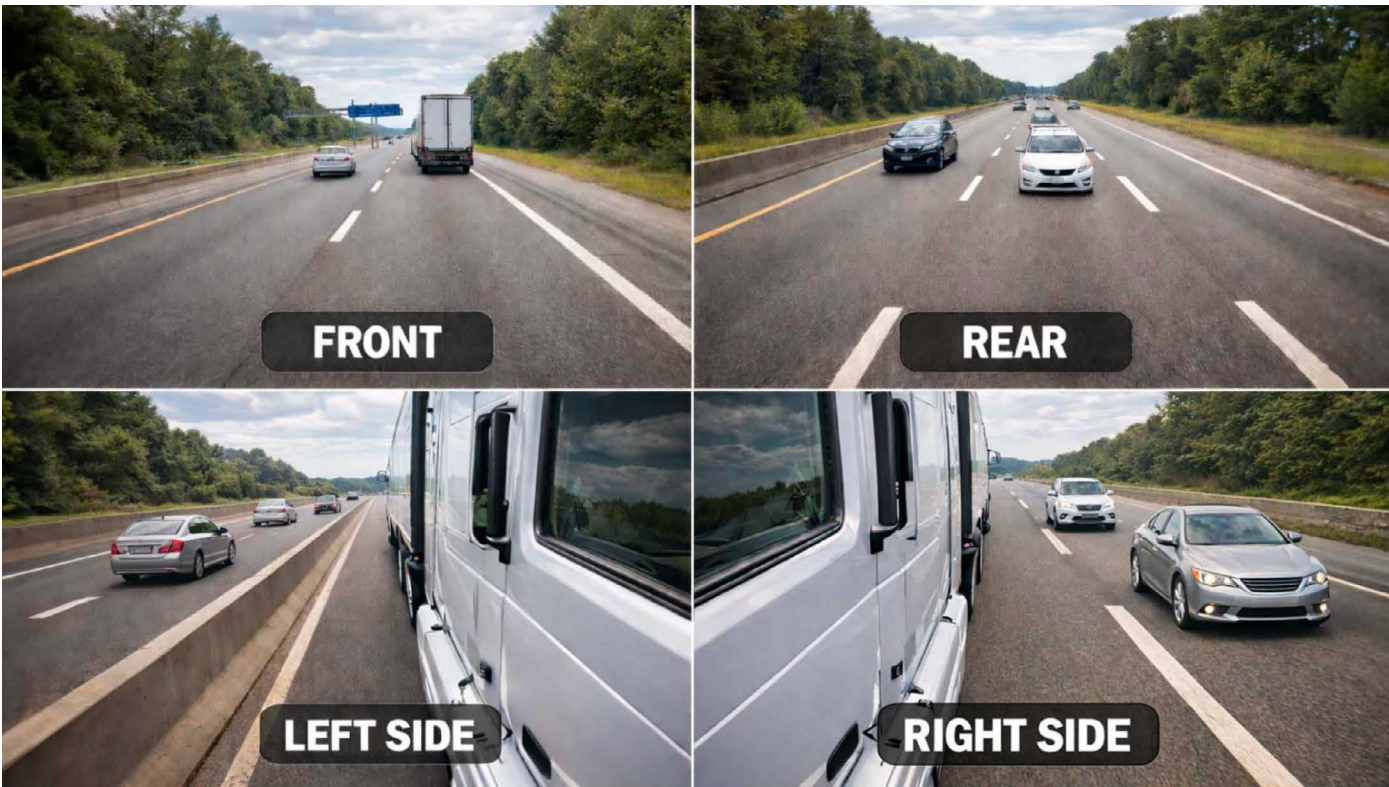
06 How to measure results over time and prove your camera program's ROI

Multi-camera systems for full 360 visibility

A multi-camera system adds auxiliary cameras to the vehicle, extending visibility beyond the road-facing or driver-facing view. This is the right option when the risk is not only what happens ahead of the vehicle, but what happens around it. For larger vehicles or vehicles working in confined areas, side and rear views can be just as important as the main dash cam footage.

These systems help capture the moments that a single camera may miss, such as backing incidents, side contact or movement around the vehicle body. Drivers can get more visibility during low-speed maneuvers, while managers get a clearer record of what happened when footage needs to be reviewed.

Eliminate blind spots with full 360-degree visibility



Zero latency monitor for backing up



Geotab GO Focus Pro and 360 Auxiliary Cameras

GO Focus Pro is the expandable model in the GO Focus family, built for fleets that need full 360-degree coverage. The main dash cam connects with up to five weatherproof auxiliary cameras, extending AI detection to the sides and rear of the vehicle so risks such as a pedestrian in a blind spot are caught wherever they develop. Like the rest of the family, it runs natively on the Geotab platform, so footage from every angle lands in MyGeotab beside the vehicle data from the same event instead of sitting in a separate video system.

Full 360° visibility with up to 5 total auxiliary cameras

High performance AI models: fatigue detection, traffic light detection, pre-collision warning and license plate recognition



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet’s requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program’s ROI

Connecting the cameras to your fleet data

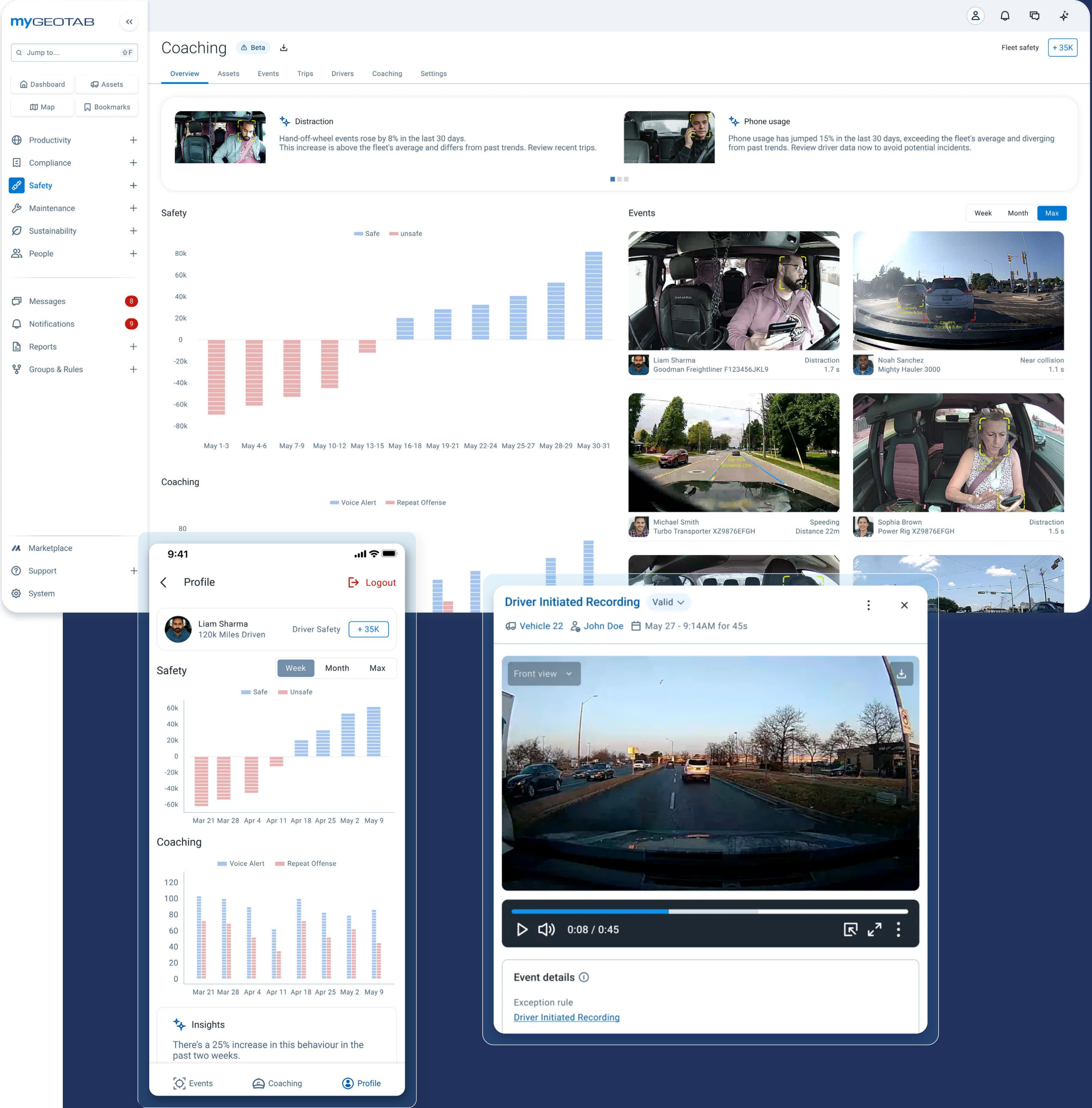
Regardless of the type of camera that ends up on your vehicles, the value of the footage depends on where it goes next. Cameras with on-device AI flag the events worth reviewing. When that video lands in the same platform as the fleet's telematics data, a manager can see the clip beside the speed or driving behavior from the same moment instead of piecing the incident together across systems.

How a system delivers that connection varies. Some only offer it as part of an all-in-one platform, which can mean replacing the telematics technology a fleet already runs. Others are built to connect with the platform in place and can be configured vehicle by vehicle, from privacy settings to alert thresholds. The GO Focus cameras were designed to work this way, so footage from every model flows into the same Geotab platform alongside the rest of the fleet's data.

Finding the right camera mix for your fleet

Choosing the right camera solution is rarely a one-model decision. Each vehicle should be matched to the setup that reflects how it is used, what risks it faces and what the fleet is allowed to record. A highway tractor, delivery van and yard vehicle may all sit within the same safety program, but they do not need the same level of visibility or coaching.

The GO Focus family lets fleets make those choices vehicle by vehicle, while keeping footage, alerts and follow-up inside one connected program.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

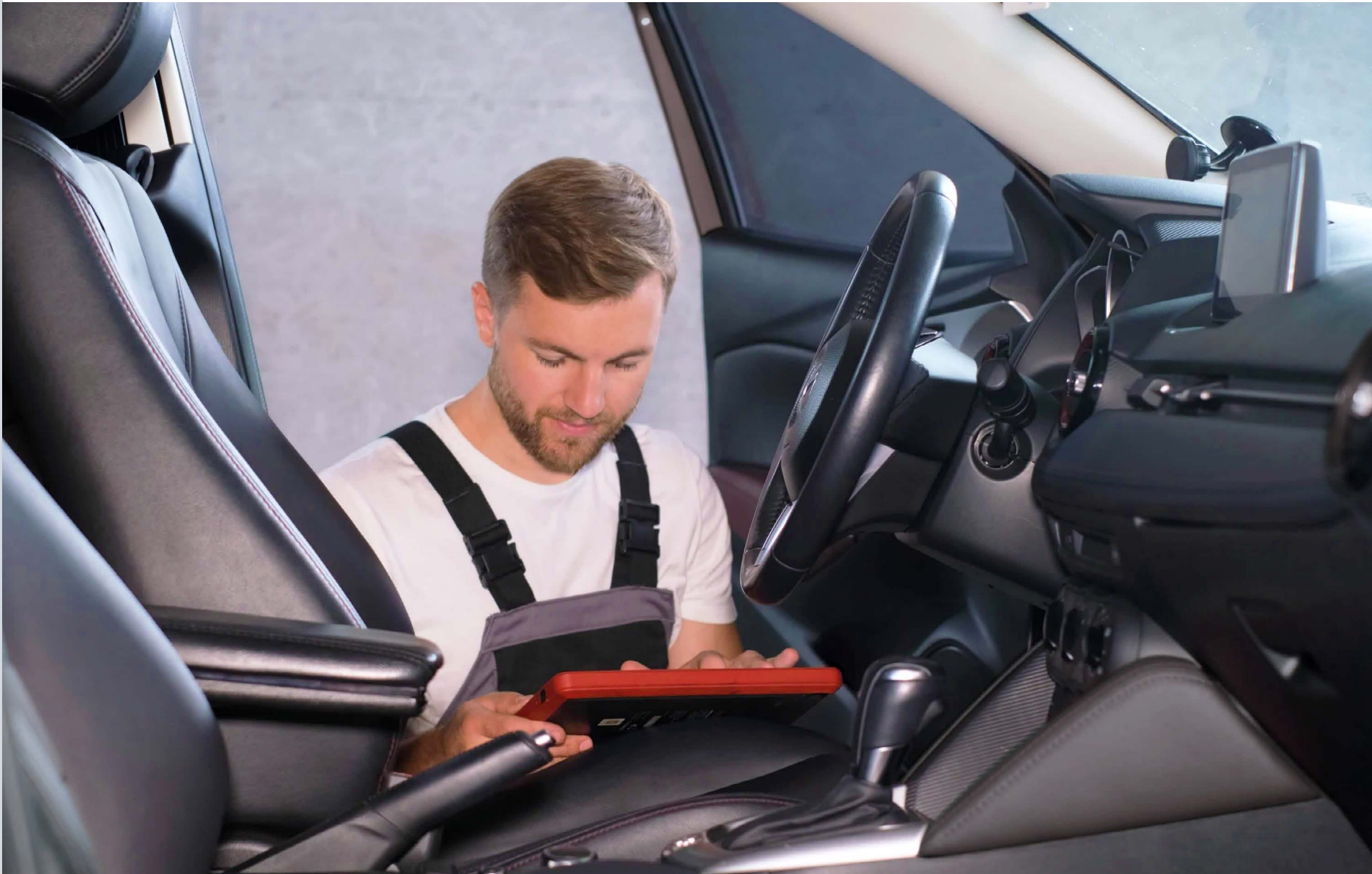
05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

CHAPTER 4

The critical importance of proper installation and configuration

What fleet managers implementing safety cameras for the first time often underestimate is the effort required for installation and configuration. These cameras are sophisticated, and attention to detail is needed for them to operate correctly. It is highly recommended that you create a schedule that works around the vehicle availability to avoid unnecessary downtime.



The setup process has four main components:



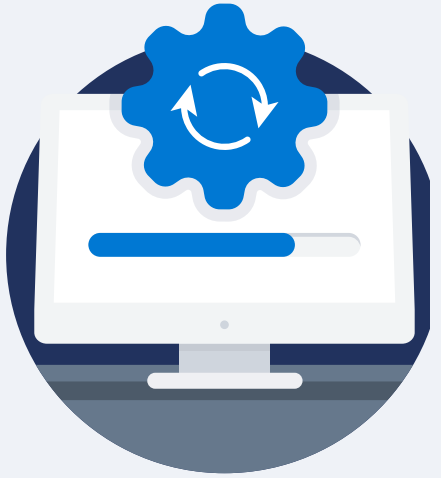
1 Mounting and wiring the equipment to the vehicle



2 Calibrating the sensors



3 Configuring the alert thresholds



4 Integrating with your telematics platform

01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

Installing the cameras

The time required to physically install the hardware will depend on the total number of cameras. A single road-facing camera, or a dual-lens option like the GO Focus Plus, will be the most straightforward to install. The unit mounts on the windshield and is wired to the vehicle's telematics device. This procedure will still take some time as the wires should be secured and routed through the dash — to avoid obstructing the driver's view or interfering with the airbags.

The process for systems that implement multiple cameras to achieve 360-degree coverage is more complex and will require additional time. Outside of having to follow the same mounting and wiring process for each camera, there will also be additional steps in order to meet the power requirements.

Calibrating the sensors

Once the hardware is physically attached, each camera needs to be calibrated to ensure proper alignment and visibility. This will include making small adjustments for the general direction, angle, distance from the windshield and other potential factors.

A common complaint from installers is that calibrating the cameras can be a tedious task. Geotab's GO Focus Plus cameras are self-calibrating and eliminate this hassle. There are no manual procedures other than a simple pointing adjustment at installation.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

Avoiding over-alerting

Alert settings can undermine a camera program before the hardware has a chance to prove its value. Most cameras arrive with default thresholds that do not reflect how each vehicle actually operates. Leaving them untouched often creates too many false alerts — frustrating both the driver and the manager reviewing the events.

The problem usually comes from a few triggers set too tightly:

- Harsh-braking thresholds that fire during routine city stops
- Tailgating alerts calibrated for smaller vehicles, then applied to loaded trucks
- Distraction flags that catch normal mirror checks

The fix is to match alert settings to the vehicle type, operating environment and safety policy behind them. It's best to start conservatively, then make adjustments after the first week or two of real events to see what deserves attention.

Integration with your telematics platform

The last step of setup is getting each camera synced with your telematics platform, so its footage and events are reported alongside the rest of the vehicle's data. How much work that takes depends on whether the camera was built to integrate with the platform you run. One designed for it links to the account and starts reporting with little more than a sign-in. A camera that is not may need extra configuration, or a third-party connector to bridge the gap.



Proper setup starts before installation

Safety camera installation takes more coordination than it may appear at first, and the work does not end once the hardware is mounted. Calibration, alert settings and platform setup all affect whether the system performs as intended. Planning those steps before rollout helps avoid downtime, false alerts or footage that is difficult to use.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

CHAPTER 5

Change management and getting drivers on board

Finding the right camera and getting it properly installed is important, but change management is what decides whether the program succeeds or fails.

Camera programs succeed when drivers understand what the system is meant to do, how footage will be used and why it is there to protect them. Without that trust, the camera becomes something done to drivers instead of something built into the fleet's safety process to help keep them safe.

Lead with what the camera does for the driver

Most drivers are initially skeptical of a camera because they assume it is there to call them out. The way to lower that guard is to open with the part that works in their favor.

When a collision is not their fault, the footage can back the driver up before the incident turns into a long dispute. The same clip can help stop a false injury claim before it grows, protecting the driver's record as well as the fleet. At its core, a safety program should protect the person behind the wheel, and cameras are one way to support that goal.

Seen that way, the camera turns from a threat into the one impartial account of what actually happened.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 **Change management and getting drivers on board**

06 How to measure results over time and prove your camera program's ROI

Explain clearly what is actually being recorded

If you simply tell a driver the cameras are nothing to worry about, they are going to worry about it. It is understandable why they may feel like it is an invasion of privacy and that they are being watched all the time. A detailed explanation of how the camera operates and why they are being used will go a long way.

Examples of the types of information you should share:

- Whether it records inside the cab at all, and if that includes audio
- How the camera saves short clips around an event, not a continuous live view of the shift
- How many days a clip is kept before it is deleted
- Who has access to the clips, and what they are allowed to use it for

None of this has to read like a legal document. A short, honest rundown a driver can actually remember does more for trust than a policy nobody opens.

Make training part of the rollout

The training itself does not need to be long, but skipping it is how the program becomes a black box in drivers' minds. Drivers should see how footage is captured, how an event is reviewed, and then how video can support their side of the story. That makes the camera feel less like a hidden judge deciding outcomes out of view.

Managers need the same grounding before they use an event in coaching. They should know how to read the footage in context, not just react to the alert that surfaced it.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 **Change management and getting drivers on board**

06 How to measure results over time and prove your camera program's ROI



Involve drivers when shaping the program

A camera program cannot rely on policy alone. Even with meetings, emails, and written explanations, it can still face resistance if drivers feel the decision was made without their input. Drivers are often the first to spot where issues may come up because they work in the real-world conditions the system has to operate in.

Bringing those perspectives in early helps make the program more practical. Their input does not determine the program, but it can be used to refine details before it goes live. This is especially important when concerns are reasonable and can be addressed.

Building a program that works for everyone

Put together, these moves change what the camera means to the people living with it every day. Once drivers understand why the system is there, they have less reason to see it as something working against them. That trust is stronger when the rollout reflects the concerns they raised before it went live.

This level of change management helps create a program that drivers rely on, rather than something they want to work around.

01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 **How to measure results over time and prove your camera program's ROI**

CHAPTER 6

How to measure results over time and prove your camera program's ROI

Once the cameras are installed and drivers are on board, the workload shifts to using the data the system produces. Cameras will flag events and record footage whether anyone looks or not, but improvement only comes when reviewing that data becomes part of how the fleet operates.

The routine itself does not need to be heavy. Set aside time to review the week's flagged events, follow up with a driver when an event warrants it and check the trend lines once a month. Risk tends to build gradually before it turns into an incident, which is why regular review matters. A driver whose following distance has been shrinking for a few weeks is a coaching conversation. Left alone for six months, that same pattern can result in a collision.

To streamline this process, AI can be used to prioritize which events need attention. You can surface the most serious events and repeated patterns first, with the context to understand them at a glance. This saves hours that would otherwise go into reviewing routine footage, leaving more time to spend on the events that call for a coaching conversation.



01

How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02

Why you need to define your fleet's requirements before comparing camera models

03

The differences between camera types and their capabilities

04

The critical importance of proper installation and configuration

05

Change management and getting drivers on board

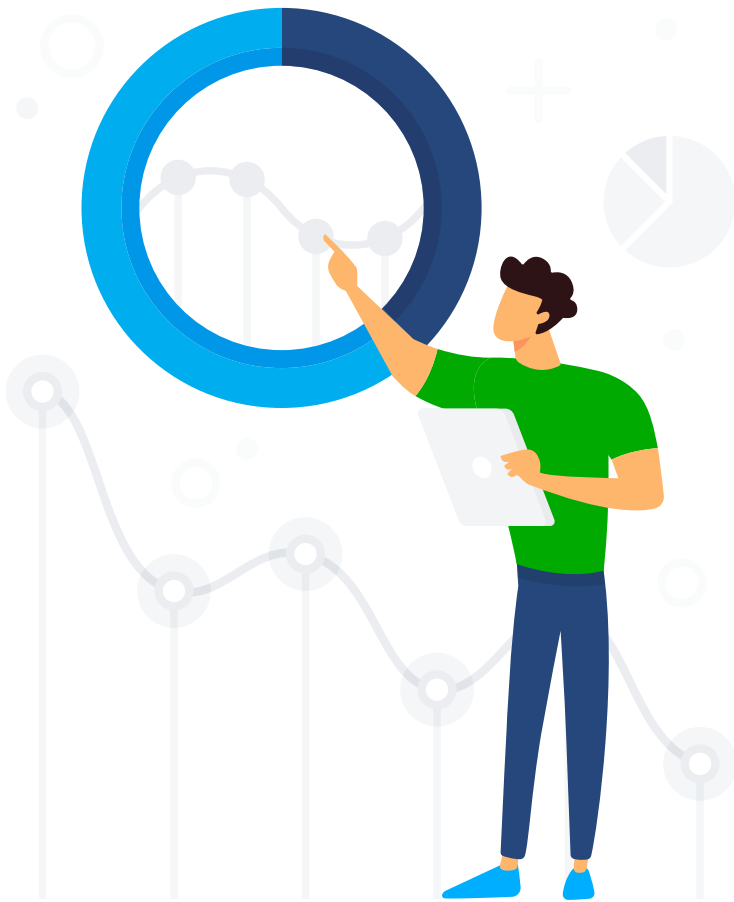
06

How to measure results over time and prove your camera program's ROI

The metrics that show whether the program is working

When you defined your goals earlier in the process, you gave yourself something to measure against. These are the numbers that tell you whether the program is delivering on them.

Metric	What it tells you
 Behavior trends	Whether risky habits like harsh braking or tailgating are becoming less frequent.
 Coaching completion	How many flagged events turn into a coaching conversation with the driver.
 Exoneration	How much money the fleet has avoided paying out on claims the footage settled.
 Time spent reviewing	How much time was spent reviewing footage.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

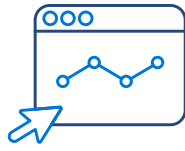
02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 **How to measure results over time and prove your camera program's ROI**



Behavior trends

Behavior trend data shows whether the habits you are trying to correct are becoming less frequent, both for individual drivers and across the fleet. Weekly numbers can move around because of route changes, weather, workload or other short-term factors, so they should not be treated as a final verdict.

The better measure is how the trend moves over a longer window, with the starting point as your baseline. A steady decline over a quarter suggests the program is gaining traction. When a metric rises and stays elevated, it usually points to a specific issue that needs to be addressed.



Coaching completion

When an event gets flagged for coaching, it should lead to a conversation with the driver, and coaching completion shows whether that is happening. Keeping a simple count of how many have been completed and how many are still waiting makes it easy to see when follow-ups are falling behind.

A low completion rate usually points to a problem in the process rather than on the road. There may be too many alerts coming in to review, or no one clearly assigned to handle the follow-up. Both are worth correcting quickly, because flagged events only improve safety when someone acts on them.

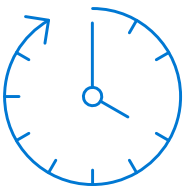


Exoneration

Every time footage settles a disputed claim in the fleet's favor, that is money the fleet did not have to pay out. These wins are easy to lose track of because each one simply closes and everyone moves on, so it is worth recording them as they happen. For each claim, note:

- The date and a short description of the incident
- What the claim would likely have cost
- How the footage resolved it
- How long the dispute took to close

Over a year, that record becomes the clearest evidence the program is paying for itself, and it is the number to have ready when budgets are reviewed. Each entry is also worth sharing with drivers, since it shows the footage protecting them the way you said it would during the rollout.



Time spent reviewing

Reviewing event footage is a critical part of your safety program. However, it can easily become a time sink if not managed properly. Keeping a close eye on trends related to the time spent per event and reviewing footage overall will help you identify when the process is starting to take longer than it should.

If review times begin to increase, it's worth revisiting your alert settings, since overly sensitive thresholds can generate unnecessary events from routine driving. Adjusting them brings the queue back to the events that genuinely warrant a look.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

Getting ahead of incidents with predictive AI

Reviewing events and trends will always be part of the routine, but the right platform can also look ahead using AI. Predictive analytics uses your fleet's history to score which drivers and vehicles are most likely to be involved in a future collision — giving you the chance to coach them before it happens.

Geotab's Collision Risk model gives every driver a risk score tied to future collision likelihood. The model can surface higher-risk drivers even when traditional scorecards appear clean. The model is trained on data from more than 6 million connected vehicles, and in a validation study of 1.98 million vehicles, the ones it flagged as high risk were 2.4 times more likely to be involved in a collision.



01

How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02

Why you need to define your fleet's requirements before comparing camera models

03

The differences between camera types and their capabilities

04

The critical importance of proper installation and configuration

05

Change management and getting drivers on board

06

How to measure results over time and prove your camera program's ROI

CONCLUSION

Turning cameras into a lasting safety program

Fleets add safety cameras to make operations safer for the people behind the wheel as well as the business. Reaching that outcome takes more than choosing the right hardware. A successful program begins with clear requirements, proper installation and earning driver trust through a thoughtful change management process.

When video is connected to telematics data, fleets can see the conditions surrounding an event instead of reviewing footage in isolation. Over time, predictive insights can surface patterns that may otherwise be missed. Those patterns can then guide coaching or prompt earlier intervention before the same risk leads to another incident.

A unified platform brings that process together, from event review to ongoing risk reduction. Explore [Geotab's fleet safety and AI dash cam solutions](#) to see how video, telematics data and coaching workflows work together across a connected safety program.



01 How safety cameras have evolved beyond simple video recording to support AI-enabled coaching

02 Why you need to define your fleet's requirements before comparing camera models

03 The differences between camera types and their capabilities

04 The critical importance of proper installation and configuration

05 Change management and getting drivers on board

06 How to measure results over time and prove your camera program's ROI

About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data.

The in-vehicle device provides additional functionality through IOX Add-ons as an IoT hub. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, focus on sustainability, optimize fleets by reducing fuel consumption, enhance driver safety and achieve strong compliance to regulatory changes. Geotab's products are represented and sold worldwide through Authorized Geotab Resellers.

To learn more, please visit geotab.com and follow us [@GEOTAB](#) and on [LinkedIn](#)

This ebook is intended to provide information and encourage discussion on topics of interest to the telematics community. Geotab is not providing technical, professional or legal advice through this ebook. While every effort has been made to ensure that the information in this ebook is timely and accurate, errors and omissions may occur, and the information presented here may become out-of-date with the passage of time.

©2026 Geotab Inc. All rights reserved. Geotab and the Geotab logo are trademarks of Geotab Inc.



GEOTAB[®]

[f](#) [in](#) [X](#) [▶](#) [🎧](#) | geotab.com