

Why context matters in government fleet driver coaching

Siloed fleet insights can leave out crucial safety context, leading your agency to arrive at inaccurate conclusions about driver performance. If coaching plans are built on this limited view alone, you risk:



Unfair driver assessments that invite union skepticism.



Disengagement with your agency's fleet safety program.



Staffing challenges that make serving your community harder.



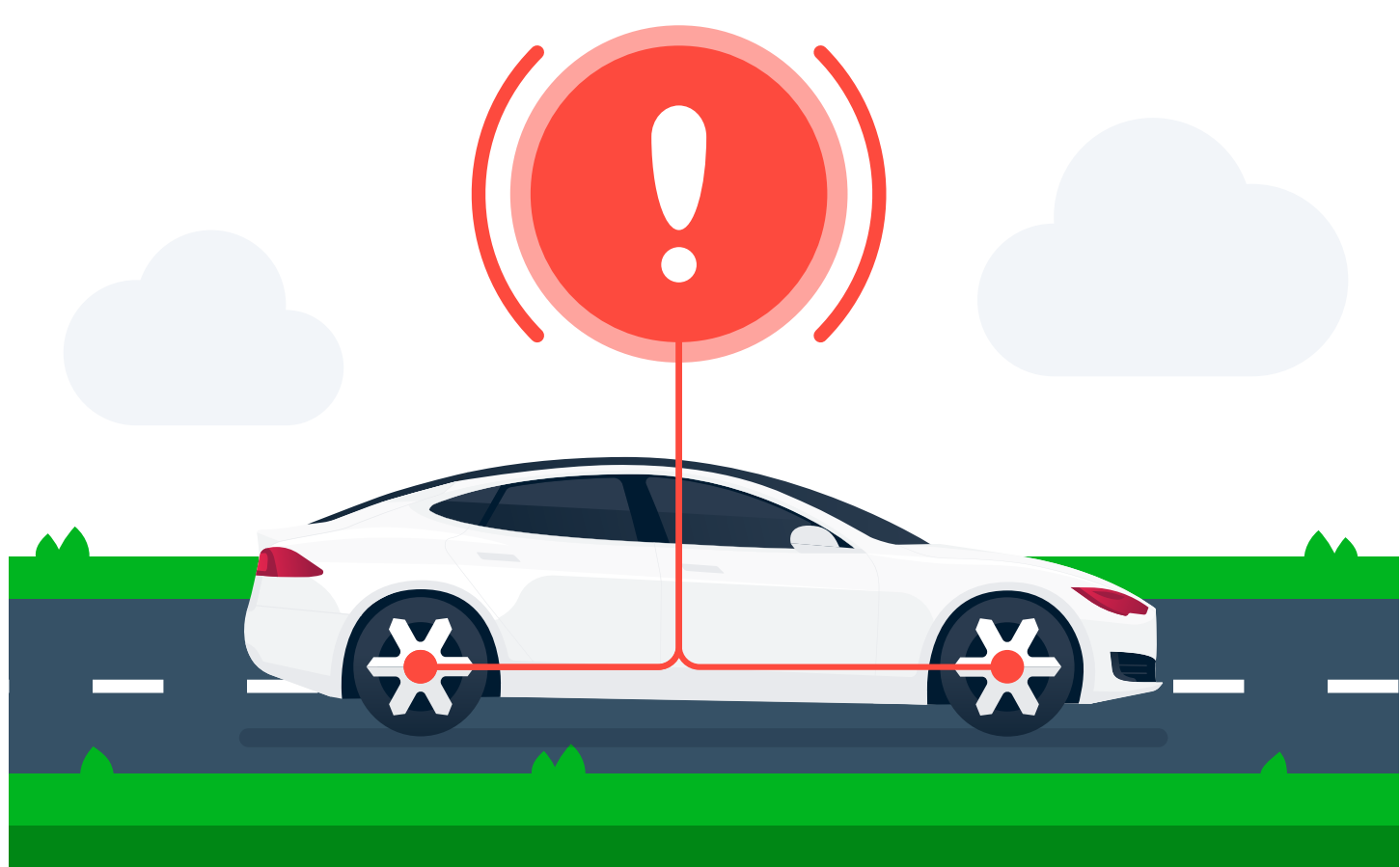
Missing key areas where improvement is actually needed.

To sharpen your driver coaching strategies, you must start by closing fleet visibility gaps. Here's an example of how a unified telematics platform like Geotab makes that possible:

01

A harsh braking event is detected

Harsh driving event data shows you that one of your agency's employees abruptly braked during their last trip. Without context, this looks like a dangerous action.



02

Video footage of the incident is captured

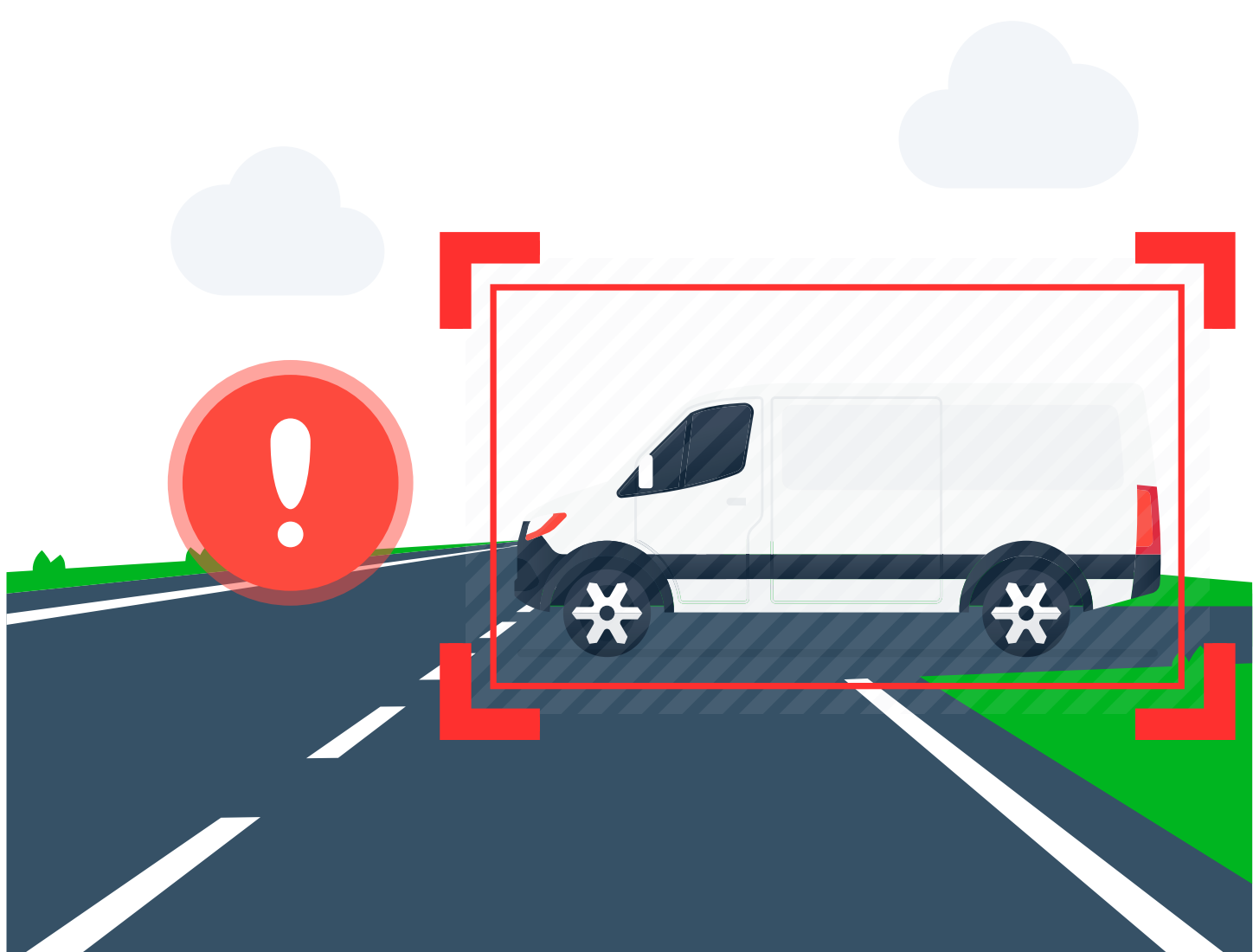
Your driver's GO Focus Plus Road Only dash camera automatically recorded a near-collision event. In **MyGeotab**, the footage is quickly surfaced to save you time tracking down the details.



03

Your driver's actions are explained through context

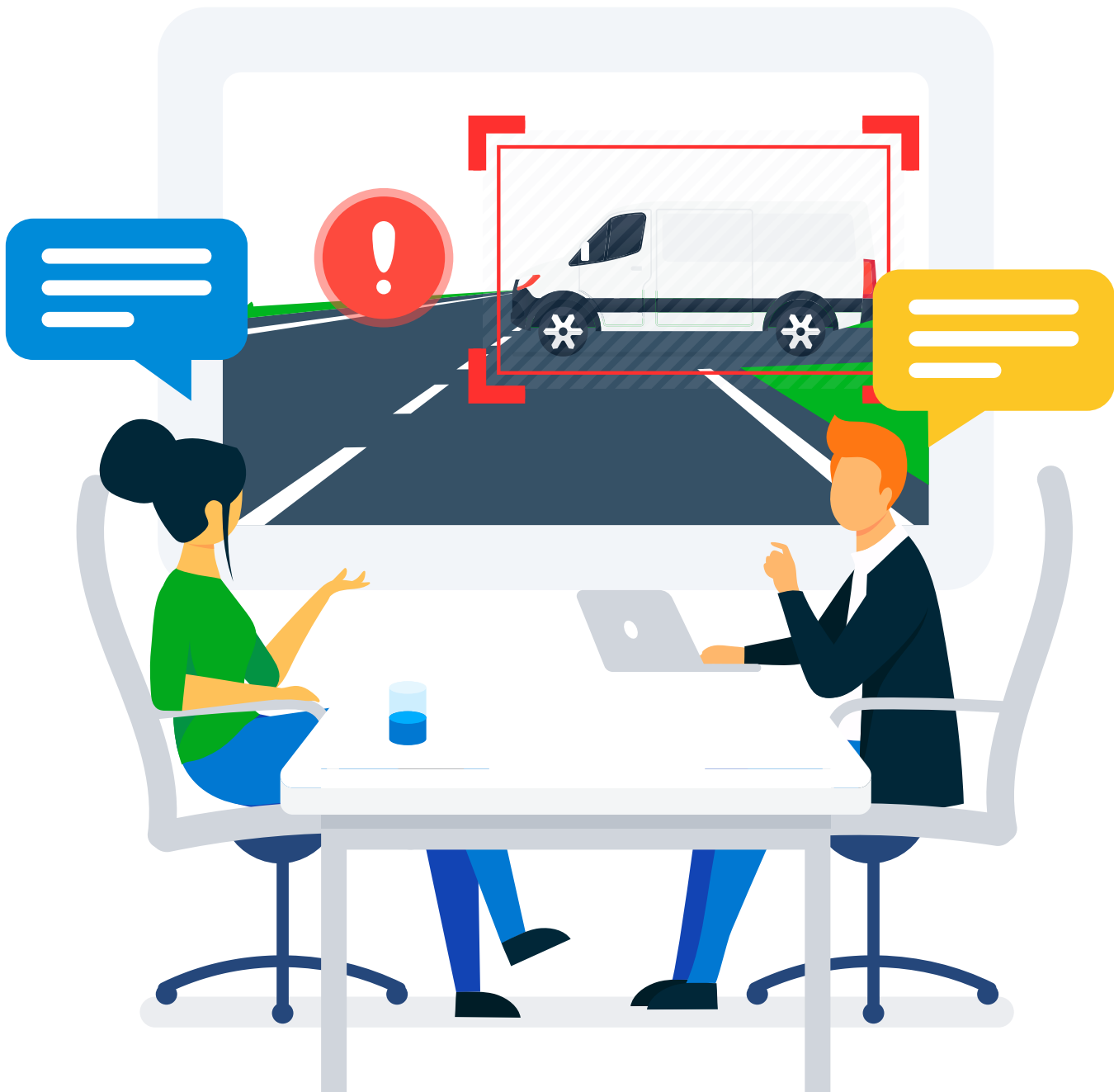
The video clip provides important backstory, showing that the harsh braking event was done to avoid colliding with another car that sped through a red light.



04

The coaching conversation remains fair and rooted in truth

In your weekly coaching session with your driver, you commend them on preventing a collision by acting quickly and decisively. They leave the conversation feeling recognized and more motivated to stay alert behind the wheel.



Through video context, Geotab helps you accurately assess driver behavior and provide smarter, more effective coaching to your team. In turn, you can better protect your people, budget and the community you serve.



Ready to enhance your coaching strategies with context?

Learn which other data streams can deepen your insight by reading our [risk mitigation ebook](#).