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## Tips for a Successful

# Fleet Dash Cam Rollout

Implementing a smart dash cam solution for your fleet can be a significant undertaking. A successful rollout requires thoughtful planning and strategic collaboration across your business. Here are some tips for creating and executing an effective dash cam rollout plan:

1

### RESEARCH AND IDENTIFY THE RIGHT SOLUTION FOR YOUR BUSINESS

Before implementing a dash cam solution for your fleet, conduct research on the different solution providers in the space. There is a growing number of dash cam technology solutions, but not all are equal. Be sure that the solution you choose has the necessary features and capabilities to meet your business's specific needs. Proper due diligence will give you and your team confidence and start your program on a strong foundation.

2

### INVOLVE KEY STAKEHOLDERS IN THE PROCESS

Collaborate with any relevant internal groups as you evaluate and roll out the new smart dash cam solution. This could include safety managers, operations managers, fleet managers, or IT staff—anyone who may be impacted by the technology. Solicit their feedback and involve them in the planning and implementation process. This will help ensure that any technical or logistical issues are addressed early on and build cross-functional support for the solution.

3

### COMMUNICATE THE BENEFITS ACROSS YOUR ENTIRE OPERATION

Implementing any kind of organizational change is difficult. Anticipate that people will naturally want to know what's in it for them. Make sure to clearly communicate how the new technology will benefit all facets of your business. For drivers, highlight how dash cams will provide valuable insights that can improve their driving habits, prevent accidents, and protect them against false claims. For operational groups, emphasize how they can use the technology to stay informed on fleet activity and work more efficiently. It's also worth communicating how the company as a whole will benefit. Greater safety, visibility, and efficiency will translate to a healthier bottom line for the business.

4

### SET CLEAR EXPECTATIONS

Clearly outline the expectations around the smart dash cam solution. Explain what types of incidents will be recorded, and how the footage will be used. Ensure drivers understand that the dash cam is not intended to monitor their every move but to improve safety and efficiency. You can also consider using dash cam insights to implement a broader driver rewards program that recognizes and incentivizes safe driving behaviors. When dash cam data is used as a carrot instead of a stick, the technology can have a positive impact on driver retention.

**5**

## ADDRESS COMMON CONCERNS

It's not uncommon for internal teams to have questions around the new dash cam solution. Your drivers, in particular, may have concerns about personal privacy and the use of dash cam data. The key here, as mentioned before, is transparency. Be open and specific about what types of data will be collected and how it will be used. If pushback on personal privacy concerns is too strong, you can consider disabling the driver-facing portion of the camera solution. Be aware, however, that this comes with a tradeoff: the loss of visibility into driver-facing footage captured during any events.

**6**

## PROVIDE IN-DEPTH TRAINING

Ensure that all necessary teams receive proper training specific to how they'll use the new dash cam solution. Your solution of choice should offer resources, including a knowledge base, online training videos, support documentation, and more. Use those resources to your advantage and share them with your team. Fleet managers should know how to generate reports, set up alerts, and more. Drivers should know the basics of how the camera works. When setting up training sessions, it's helpful to group attendees by job function and customize the material accordingly. This will keep your teams engaged and focused on information that is most relevant to them.

**7**

## DETERMINE THE *WHO, WHEN, AND HOW* FOR ALERTS AND REPORTS

To fully leverage the benefits of your dash cam solution, it's essential to configure the alerts and reports for driver activity events properly. Start by identifying who should receive these alerts and reports and specify when and how they should be delivered. You may prefer receiving alerts only during working hours (vs. 24/7) depending on your business needs. Typically, alerts are delivered via email or SMS text, so decide on a suitable format and enter the relevant contact information in your dash cam solution. With properly configured alerts and reports, you'll gain the visibility needed to take timely action and make informed decisions, enhancing your fleet's safety, compliance, and operational efficiency.

**8**

## ESTABLISH A FEEDBACK LOOP WITH DRIVERS

Consider establishing two feedback channels with your drivers. The first should involve regular coaching and training sessions based on the driving events capture by the camera. You can schedule these sessions monthly, quarterly, or as needed, depending on your business needs. During these sessions, you can review specific driving incidents and discuss actionable steps for improving driving behavior. The second feedback loop should be an ongoing dialogue with your drivers to gather their feedback on the dash cam solution itself. Keep track of any recommendations or issues raised and address them promptly. Creating both feedback loops will foster a healthy two-way communication between you and your drivers and increase the likelihood of successful adoption of the solution.

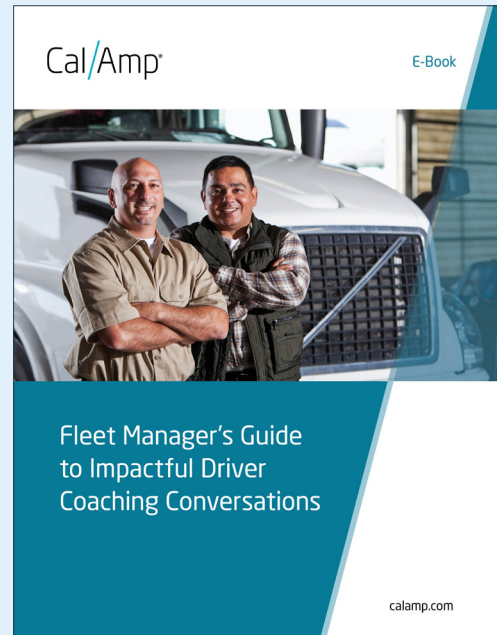
By following these tips, you can position your business for success when rolling out a new fleet dash cam solution. It will require strategic preparation, effective communication, and ongoing engagement with drivers and other internal teams. But in doing so, you can maximize your dash cam ROI and lay the groundwork for enhanced safety, compliance and operational efficiency.

## ADDITIONAL RESOURCES ON FLEET DASH CAMS:



### Fleet Manager's Guide to Gaining Driver Buy-in for Dash Cams

[READ MORE](#)



### Fleet Manager's Guide to Impactful Driver Coaching Conversations

[READ MORE](#)

CalAmp offers a broad portfolio of fleet management and safety solutions. CalAmp Vision, our AI-driven smart dash cam solution, helps fleets revolutionize safety and avoid liability. Interested in learning more about CalAmp Vision dash cams? [Click here.](#)

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