

SAFETY **McLeod** SOFTWARE SOLUTIONS

HOW CARRIERS CAN USE LOADMASTER
TO MANAGE & IMPROVE SAFETY

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MAKE THE MOVE FROM PAPER RECORDS TO LOADMASTER

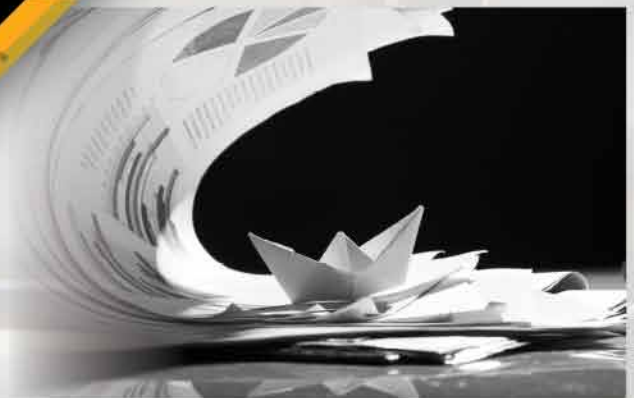
Successful safety programs today encompass far more than in the past. Carriers are managing electronic logs, highly-detailed maintenance programs, driver qualification files, and drug and alcohol programs as part of their safety strategy. All of this data needs to be accurate, up to date, and presentable upon request.


Safety has become a top priority in the transportation field. The CSA regulations affect every carrier's ability to operate on our nation's highways. Success or failure with safety strategies can be a direct contributor to profits or losses. Higher insurance rates, FMCSA interventions, loss of business, and diminished asset utilization are some of the serious consequences that carriers face when CSA scores are negatively affected by failed roadside inspections and safety violations.

When you have a safety program that works well, you reduce your insurance costs, you prevent crippling lawsuits, and you increase driver retention. Better safety scores also make you more attractive to shippers. You stand out against the crowd.

Getting there requires a focused effort, and at every step in this process, *LoadMaster® can be the tool that helps make it happen.*

For many years, trucking companies have maintained safety records on paper; unfortunately, this





approach is inefficient and prone to human error. When documents sit in file cabinets, they can be accessed by only one person at a time. Handling paper records takes more time and important documents can easily get lost in the shuffle from desk to desk. Reproducing the document is time consuming and expensive.

LoadMaster solves these problems by providing efficient and intuitive ways within the system to record safety data and file scanned documents. Driver records, inspection reports, accident reports, CSA compliance data, and more can be accessed immediately at any time by authorized personnel. When a driver comes into your office, you don't have to scramble to try to find all of the relevant

DOCUMENT ALL OF YOUR SAFETY- RELATED ACTIONS

A successful safety program encompasses not just good safety practices, but good records as well. In addition to being safe, you need to be able to document what you've done to achieve safety. That means documenting all of your safety-related actions. In the views of judges, juries, and regulatory agencies, if preventative and corrective actions are not documented, they didn't happen.

paper records, because you can pull up everything you need with a few clicks on the computer.

A successful safety program encompasses a range of activities. You must document all of your safety-related actions, thoroughly analyze your safety data, and develop improvement strategies to drive corrective actions.

Executing these activities is much easier with electronic records. LoadMaster has specific screens and fields for the safety data you need to record and reporting tools that make it easy to turn raw data into actionable information. Reports can be sent to drivers and key personnel to foster improved safety practices. In all of these ways, the system helps you create a culture of safety within your company and project an image of safety to the world outside.

Accidents

Every accident must be extensively and promptly documented. LoadMaster provides an accident-reporting mechanism that can serve as the framework for collecting the documentation surrounding each accident. Here are some of the best practices that carriers should consider when defining their own internal procedures:

- **Collect information with precision**—All of the information surrounding an accident needs to be clear and concise. Be certain to collect every bit of data necessary for a complete file.
- **Have drivers speak only to law enforcement officials and the company's safety staff**—Instruct your drivers to limit their conversations to the law enforcement officials at the scene and the safety department staff. Drivers should not contact the other parties after the accident.

- **Don't admit fault**—Drivers should be instructed not to admit fault for an accident. Remind them that all questions can be referred to the company's safety department.
- **Take the right photos of the accident**—Train drivers on which photos to take and which not to take when documenting an accident. Photos should record vital information while being cautious about what is presented.
- **Capture video records**—Any video of the accident should be given to the safety department for handling.
- **Record interviews with drivers**—Speak to the drivers right away and get them to tell their story of what happened. People tend to think that they'll remember every detail, but our memories fade. Record these interviews and save them as files within LoadMaster. Another option is for drivers to use their smartphones to record an immediate description of what happened. In some cases, it will help if the driver makes a drawing of the accident scene. If so, this should be photographed or scanned and saved. Save these recordings and drawings in LoadMaster.
- **Obtain accident reports**—Get copies of official accident reports. If these are paper copies, scan them and save them in LoadMaster. If a driver gets paper documentation concerning an accident, one option is to have the driver take a digital photo of the document.
- **Collect all documentation as quickly as possible and gather it in one place**—Instruct drivers to transmit photos as soon as they have a chance. Use LoadMaster's accident reporting screens as the collection point for everything collected.
- **Monitor trends**—Use LoadMaster's trending reports to keep a close watch on accident data. By monitoring real-time information from insurance companies and customers, it may be possible to detect problems early and take corrective actions.
- **Customize accident data to fit your business**—LoadMaster gives you the ability to create and customize accident types, so that the data you record is tailored to the specific nature of the work done by your trucking company.

If you end up on the witness stand in a lawsuit, you want to be able to show how much work you've done to make safety one of your company's highest priorities. The tools in LoadMaster enable documentation that will be your Exhibit A for safety compliance and good practices.

For example, you can present corrective action reports showing prompt and appropriate actions for every accident, inspection and violation. You can use pictures, reports, and everything else that has been recorded around an accident.

FMCSA Safety Data

FMCSA's COMPASS Portal is an invaluable tool for monitoring roadside inspections. You can download data on inspections and violations from the portal and import it into LoadMaster. FMCSA data should be reviewed daily and corrective actions should be assigned to responsible parties. Corrective action reports can be scheduled to run each day with management reports scheduled to run weekly. This will allow you to chart your progress or identify areas of special concern.

Share this information on a daily basis with the rest of your team and use this practice of reviewing data daily or weekly (depending on fleet size) as a way to foster a proactive orientation towards safety across the enterprise. This will help you with these vital activities:

- **Taking prompt corrective action**—Respond to safety issues immediately. Don't wait before taking actions.
- **Keeping up with CSA scores**—By staying on top of current CSA scores, you don't get blindsided by learning about low scores later on. Review each driver's CSA scores as part of a regular driver review or as part of a driver scorecard.
- **Managing the FMCSA DataQ process**—Don't delay your filing of DataQ concerns over the accuracy of data! Proactively fight to ensure that data is accurate.
- **Catching unreported or incorrectly reported incidents**—You don't want to think any of your drivers would fail to turn in an inspection or violation report, but it happens. By creating a pattern of reviewing safety data promptly, you create an atmosphere of accountability. People are less likely to "forget" to turn something in. Include this in your policies and procedures, starting with new-driver orientation.

ANALYZE YOUR SAFETY DATA

LoadMaster has a wide variety of reporting tools that allow you to gain visibility into safety data both from an overall perspective and in fine detail. Don't fall into the habit of running reports only every now and then. Instead, schedule them to run at regular intervals, such as daily or weekly. You can choose which reports to run, when to run them, and who gets them. You can send these to anyone, such as your auditor, your substance abuse counselor, your maintenance manager, and your driver managers.

Here are some of the reports you might run:

- Expiration dates (for such things as drivers licenses and medical exams)
- Corrective action report
- Inspection history report
- Violation summary report
- Accident register
- Medical card reporting compliance
- Hazmat certification expirations



Driver Scorecard

Driver Scorecard is an excellent tool for measuring, reporting, coaching, and rewarding driver performance. You can define the criteria for evaluating drivers in any way you choose—include safety scores as part of awarding driver of the month, quarter, and year. Mobile comm units can collect data from the engine bus and transmit it back to the home office, so it's possible to track safety measures on a wide range of driving behaviors, such as hard braking, speeding, rapid acceleration, and events when a truck swerves or corners too fast and comes close to rolling over.

A scorecard provides an easy way to bring all of the data together to create a composite score that meets your criteria for safe driving. Here are some examples of data that might be tracked:

- CSA score
- Traffic tickets
- Warning letters
- Preventable accidents
- Roadside inspections
- Daily inspections
- HOS violations
- Phone calls that report complaints about driving
- Hard braking
- Speeding
- Near rollover events
- Idle time
- Service failures
- MPG

Analyze the driving behaviors of your drivers and develop a trend analysis based on their CSA history. Look for risk indicators. The goal is to respond quickly to emerging issues. The beauty of the safety scorecard is that it makes it easy to see where each driver stands on a daily or weekly basis. You can separate the problematic side of your driving force from your more responsible drivers. Keep a close eye on scores and when problems occur, look for the root causes so that steps can be taken to resolve the issues.

DEVELOP IMPROVEMENT STRATEGIES AND TAKE CORRECTIVE ACTIONS

Use your analysis to develop strategies for improvement on every front. For example, when a broken taillight causes a safety violation, use LoadMaster to integrate this information with maintenance programs. This way, nothing gets overlooked.

Keep an eagle eye on data to detect when alcohol or drug abuse is the root of safety problems. These issues require swift responses. Processing the required number of random drug and alcohol tests is an important part of staying DOT compliant. LoadMaster is able to perform selections for random drug and alcohol testing. Additionally, the drug and alcohol test results can be documented within the system. Reporting tools are available for identifying pending tests. Even if a third party is used to select the drivers for the random tests, the information can still be entered into LoadMaster for tracking and reporting purposes.

Carriers that track HOS electronically can monitor driver hours carefully. Train your dispatchers to use feasibility planning tools to notify the dispatcher before a driver is given a load which will

get dangerously close to running out of hours. Steps can be taken to ensure the driver avoids violating the HOS restrictions that apply.

Download FMCSA data and record CSA scores for all of your drivers on a daily basis. Whenever a driver is in your office for a consultation you can pull up the driver's scores in LoadMaster. This gives you the tools to work with your drivers in careful detail with reference to every aspect of their CSA scores.

Follow metrics on a daily, weekly, monthly, quarterly, and annual basis and look for trends. Then take actions to correct problems when trends are moving in the wrong direction. For example, equipment scores can



deteriorate quickly if you relax your standards and stop doing pre-trip and post-trip inspections. Send a report on inspections each day to driver managers or the maintenance supervisor. If there is a spike in failed roadside inspections, these people will see it. They should work quickly to determine the cause and implement a solution.

Create corrective actions that offer positive reinforcement as well as negative reinforcement. If an inspection was bad and it was the driver's fault, the corrective action might be to counsel the driver. Use LoadMaster to record the nature of that counseling, the names of the people who should be responsible for handling it, and the start dates and the due dates.

CREATE A CULTURE OF SAFETY

A successful safety program is about more than the drivers and the maintenance crew. The work of documenting everything around accidents and safety violations involves coordination between the drivers and office personnel. The work of analyzing safety data, developing strategies, and taking corrective actions should involve a broad range of people within the organization.

Push the safety message out to every department. Data on safety can be used to assist with recruiting, to improve operations, to coordinate maintenance, and more. For



If it was a clean inspection, you might record a positive corrective action that says to personally thank the driver and the shop personnel because there were no missing taillights, all of the flaps were there, all the tires were in good shape—everything was there that was supposed to be there. Some companies offer small monetary bonuses to drivers for getting a clean inspection or achieving a certain score on the Driver Scorecard. It can range from \$20 to \$75 or more. If a company president personally thanks a driver and hands over a \$25 gift card, this makes a positive impression.

Be prepared to challenge violations when the driver has been charged unfairly. The documentation collected and filed in LoadMaster will play a crucial role in this effort. Accident reports, inspection reports, photos, and notes from the driver's description of events can be accessed easily, if you did the work of entering the data when the event occurred.

example, even an encounter between a payroll clerk and a driver can involve a safety message. If accident data gleaned from the trending reports in LoadMaster showed that most accidents happen in truck stops between 7:00 and 9:00 p.m., the payroll clerk might close a phone conversation with a driver by passing that along as a friendly reminder.

An excellent way to keep key personnel up to date on safety is by sending out LoadMaster's corrective actions report every Monday morning. The report can be tailored to suit the needs of various recipients. If a driver manager needs to follow up on failed inspections, their corrective action reports could double as lists of action items around this topic. If everything is up to date, the report sent to the safety team might say, "This is what we did last week. Thank you very much." Scheduling these corrective action reports to run automatically is important in terms of creating a company culture that regards safety practices as a top priority.

Your company's safety image is crucial, so be aggressive and proactive. Reward excellence and let the entire company know about it. When you achieve impressive safety scores, publicize your success. Establish a reputation so that people in the industry associate your brand with safety.

MCLEOD IS YOUR PARTNER FOR SAFETY SUCCESS

A solid and effective safety program is essential for every trucking company. By establishing strong safety practices throughout the company, carriers reduce accidents and safety violations while strengthening the business. Good safety management not only helps to prevent the injuries and fatalities that accidents can bring, it also translates into lower insurance rates, avoidance of extended litigation from accidents, better driver retention, and a public image that appeals to shippers.

The templates and data repositories within the LoadMaster system facilitate the work of documenting every accident, incident, and safety event. LoadMaster reporting tools and Driver Scorecard give you visibility into safety data from all angles so that you can analyze and monitor your driver's behavior and performance. From the analysis, you can plan the strategies and corrective actions that will bring solid and sustained results.

In all of these ways, LoadMaster offers the tools that help you master the challenges of safety management.



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