506: Telematics Coaching

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Section: Fleet
Subject: Telematics Coaching
Approved by: Tony Massey
Effective Date: November 27, 2024
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Policy Owner: Fleet Safety Manager

Policy

Purpose

This policy aims to ensure consistent and timely review and coaching of driving events to maintain safe driving practices, reduce risk, and uphold compliance within our fleet operations.

Policy Requirements: Daily Driver Coaching

Daily coaching is a required component of the driver check-in process. The Company Management Matrix – Discretionary Guidance (see Downloads) shall be utilized to ensure consistency and accountability. The following actions are to be taken in accordance with this policy:

- Conduct event reviews
  - Review safety events and telematics data with the driver to promote awareness and address concerns.
- Determine appropriate follow-up actions (as necessary)
  - Assign self-coachingfor minor or first-time infractions.
  - Assign formal training coursesfor repeated behaviors or high-risk events.
- Recognize and reinforce positive behavior

- Acknowledge safe driving practices to encourage ongoing compliance and engagement.

- Apply Corrective Measures
  - When necessary, issue disciplinary action in alignment with the Company Management Matrix – Discretionary Guidance and based on the severity of the infraction.

Coaching Process

Managers or assigned Coaches are responsible for reviewing each driving event and coaching the driver on corrective actions as necessary. This review should include an assessment of the event, identification of any risk or rule violations, and guidance on maintaining safe driving practices.

Progressive Discipline for Non-Compliance

Failure by Coaches to review and coach driving events within the specified timeframes will result in progressive disciplinary actions by the manager's supervisor. Disciplinary actions may include:

1. Verbal instruction (delivered in person or via email)
2. Disciplinary Action Report (DAR)
3. Suspension with or without pay
4. Termination of employment for repeated or severe non-compliance

Policy Acknowledgment

All personnel involved in the coaching process are required to acknowledge their understanding of and adherence to this policy. Compliance will be monitored to ensure timely and effective coaching.

Disciplinary Action Framework: Managers have discretion to determine the appropriate level of discipline based on the severity and frequency of the infraction. Disciplinary actions can include coaching, written instructions, DAR issuance, suspension (with or without pay), or termination.

Downloads

Embedded media: https://milo.masseyservices.com/wp-content/uploads/2025/09/506-Telematics-Coaching.pdf

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