

Fleet Guide to Dashcams

Understanding the benefits and encouraging driver buy-in



Promoting a culture of safety on the road

Quartix



Fleet Guide to Dashcams

In today's business landscape, staying ahead means embracing modern technology that enhances safety, efficiency, and accountability and ensuring staff buy-in and engagement.

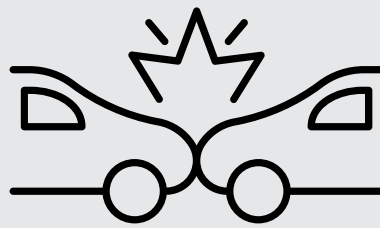
Dashcams are an indispensable tool for [fleet management](#) and promote a culture of [safety](#) and responsibility. In this fleet dashcam guide, we explore how fleet managers and business owners can use dash cams effectively and encourage positive staff adoption of this valuable technology.

This fleet guide to dashcams gives you the tools to successfully add dashcams to your fleet management strategy by explaining:

Contents

- What is a dashcam and how does it work?
- Staff attitudes towards dashcams
- The benefits of fleet dashcams
- Dashcam features and specifications explained
- Key considerations when selecting a dashcam solution for your fleet
- The rules on using fleet dashcams
- Strategies for a successful dashcam roll out and getting staff buy-in

Did you know?



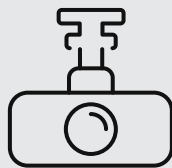
Businesses that use forms of monitoring technology, such as vehicle tracking systems or dash cams, can see an **86%** **reduction in accident-related costs.**

What are fleet dashcams?

Fleet dashcams are devices strategically installed in vehicles to capture video footage of the road ahead, the road behind or of the vehicle interior and the driver.

There are many options on the market with a host of additional features. These can range from standalone devices that store footage on a memory card, to fully integrated video telematics dashcams that are connected to fleet management software. Many options include customisable management alerts or driver feedback features.

[Compare the Quartix range of dashcam solutions.](#)



Approximately **6 million** drivers
report having dashcams installed
when requesting insurance quotes

How do dashcams work?

Dashcams continuously record footage during vehicle operation. Some dash cams feature GPS tracking, accelerometers, AI motion sensors or gyroscopes, to provide additional journey data alongside video recordings, enabling precise analysis of driving behaviour and road incidents.

They vary in image quality, viewing angles, frame rate and night vision capabilities, with a range of storage options and power-types available to choose from. Connected dash cams often rely on 4G to transmit data to other software, such as a [fleet management system](#), whereas others offer Wi-Fi connectivity to send or download footage to another device.



What evidence can a dashcam provide?

Dashcams capture a range of events and scenarios that might be encountered when on the road. From accidents and near-misses to reckless driving behaviour and unexpected road hazards, dashcams provide tangible evidence that can protect your staff against false claims and liability.

Businesses that use forms of monitoring technology, such as vehicle tracking systems or dash cams, can see an 86% reduction in accident-related costs.

How do fleets use dashcam solutions?

By reviewing dashcam footage, businesses can:

- ✓ See full coverage of critical events and investigate incidents promptly
- ✓ React quickly when a suspected collision is detected
- ✓ Eliminate fraudulent claims
- ✓ Reduce accident-related costs and insurance premiums
- ✓ Promote driver accountability and safer driving
- ✓ Identify risks such as distracted driving with driver-facing solutions, to support driver coaching
- ✓ Protect business reputation

Dashcams can play an integral role in supporting staff and facilitating incident investigations. Integrating dash cams with fleet tracking solutions provides a holistic view of your fleet's operations by combining location data with video footage.

You will learn more about the benefits of fleet dashcams and how they can enhance your fleet tracking solution in this guide.

"The Quartix dashcam has been an invaluable addition to our fleet management tools. Our drivers feel more confident on the road knowing that they have a reliable witness in case of an incident.

Since we started using the dashcam solution in our fleet of vehicles, we've seen a significant improvement in safety and efficiency. Its high-quality video and easy-to-use features have helped us mitigate risk and minimise downtime due to accidents."

**Justin Toole, Fleet Manager,
M&Y Maintenance and Construction**



Getting driver buy-in

Introducing dashcams into fleet operations for the first time can sometimes spark some concerns among staff that are not familiar with the benefits. Reassuring staff that the technology is there to encourage safer driving and to help them in the case of an unfair claim, is crucial to getting staff buy-in on fleet dashcams.

Let us debunk some common myths to begin



Debunking dashcam myths



Do dashcams constantly monitor staff?



No! Dashcams are primarily installed to capture critical events on the road, such as accidents or reckless driving incidents. They are not used to continuously monitor drivers' activities, and managers don't have the time to.

Most fleet dashcams are only configured to upload footage when triggered by specific events on the device, such as detecting high-impact, or when manually requested by the business or the driver.

Footage is generally only checked in the event of an incident as it serves as an invaluable witness.



Are dashcams used for micromanagement?



No! Contrary to this misconception, dashcams are employed to enhance safety and accountability, not to micromanage or punish drivers.

While recorded footage can act as a tool for coaching drivers, dashcams primarily protect the driver and the business from false claims and ensure fair treatment in case of incidents.



Do dashcams listen to your conversations?



No! Fleet dashcams are intended to record the road and vehicle interior for safety and operational purposes. Fleet managers implement strict data protection protocols to safeguard employee privacy and most solutions are configured with audio recording disabled by default.

Audio might be considered necessary, for example, if members of staff are often subject to verbal abuse within the areas that they operate, but drivers should be made aware when audio is enabled.

Employees should have access to information explaining what their employers dashcam solution does and does not do.



Will my boss always be watching me?



No! Not all fleet dash cams offer live streaming, this feature is generally considered unnecessary. Footage is only useful to review after something has happened – whether that be a triggered alert or a reported incident, to assess the situation and identify what occurred.

Not only would managers struggle to get any work done if they were watching dashcam footage to proactively check on staff, this would create a bad company culture.



Do dashcams only benefit the company?



No! Dashcams benefit both company and their drivers.

Though dashcams naturally discourage poor driving behaviours and provide valuable feedback on driver behaviour, their main purpose is to protect the driver and the business from false claims.

Dash cams can also expedite insurance claims processes, leading to faster resolution of incidents, and minimising both downtime for businesses and stress for the staff involved.



Do dashcams increase stress and anxiety?



No! While it is natural to feel apprehensive about being recorded at first, dashcams can alleviate stress and anxiety by providing drivers with protection.

Knowing that they have objective evidence to rely on in case of disputes or accidents can empower drivers and help them to feel more confident on the road.

Once staff have experienced the benefits of fleet dashcams, often they will grow to expect their employers to provide them and see the technology as a welcome safety measure to cover them in the event of an incident.

See our 5 tips for a successful dash cam rollout at the end of this fleet dashcam guide for help with introducing the new technology to your drivers and managing their expectations.

The benefit of fleet dashcams for businesses

Safer driving

Behavioural change

The presence of dash cams encourages positive behavioural changes among drivers. Footage can also facilitate targeted driver coaching and improve safety awareness.

Distracted driving

Some dashcams can help businesses to identify instances of distracted driving, allowing for intervention and prevention.

Cost savings

Fewer accidents

Safer driving behaviours lead to fewer accidents and associated costs.

Lower insurance premiums

Evidence of safe driving habits can help businesses become eligible for discounts from insurance companies.

Defence against false claims

Businesses are protected from financial losses and legal complications relating to fraudulent or exaggerated claims.



Simpler insurance claims

Swift incident resolution

Dash cam footage serves as indisputable evidence, expediting insurance claims processing, leading to faster settlements and minimal disputes.

FNOL (First Notice of Loss)

Dashcams enable immediate notification of incidents, allowing businesses to promptly inform insurance companies and mitigate potential damages.

Employee satisfaction

Driver protection

Dashcams protect employees by providing evidence in case of accidents or disputes, ensuring their safety and well-being.

In cases of false accusations or wrongful blame, dashcams can exonerate drivers by providing unambiguous evidence of their innocence

Evidence in the event of a crash

The emotional toll of being falsely accused can be immense, particularly when grave consequences are involved, as can be the case with road traffic accidents. This experience can trigger emotional distress and loss of trust, especially if the accusation comes from a position of authority such as an employer.

For fleet drivers, false claims can have a significant impact on their personal well-being and their livelihoods.

Accusations of careless driving or traffic violations can:

- tarnish an individual's professional reputation
- jeopardise their job security
- result in legal consequences, fines, or loss of licence
- affect their job performance
- limit their career options

Once dashcams have played a crucial role in helping a member of staff or one of their colleagues to combat wrongful accusations and protected them against false claims, often their view of dashcam technology changes dramatically.

Much like GPS fleet tracking technology, dashcams can help to prove a driver's innocence; a fleet dashcam's presence empowers drivers by promoting transparency on the road. Assured that they can vindicate themselves in the event of an accident, and testify their professional behaviour, staff worry less about the likelihood of driving-related disputes.

"Quartix vehicle tracking actually works in our drivers' defence, it's their personal protection in case of unfair claims.

Drivers expect vehicle tracking nowadays. It shows that a company is fully invested in its operations and in the safety of its employees."

**Matt O'Conner, Managing Director,
John O'Conner Grounds Maintenance**



Dashcams create a natural behavioural change

When individuals are aware that a dashcam is installed in a vehicle, it naturally impacts their actions in a positive way.

This is true for all road users; dash cams serve as a deterrent against reckless and aggressive driving behaviour.

Like all driver behaviour monitoring solutions, dashcams encourage responsible driving habits and promote adherence to company policies, enhancing road safety and fleet performance.

“Quartix is all about seeing what your vehicles are doing and getting the best driving style out of your drivers. It enables you to reduce accident costs, maintenance costs and see a better fuel economy. Our drivers have faith in the Quartix tracking system and we have seen dramatic improvements in their driver scores.”

Karl Davidson, Depot Manager, St Austell Brewery

In addition to promoting positive driving behaviours, driver-facing fleet dashcam solutions can help your business to identify and respond to any potential staff concerns, such as individuals showing signs of ill health, stress, or fatigue when behind the wheel.

For more on this topic, hear our interview with Mark Cartwright, Head of Commercial Incident Prevention at the National Highways about the top 5 causes of accidents.

Did you know?



Businesses that use forms of monitoring technology, such as vehicle tracking systems or dashcams, can see an **86%** **reduction in accident-related costs.**

Understanding dashcam features and specifications

To help you choose a fleet dashcam solution that is right for your business needs, we have put together a list of features to consider. [You can compare the Quartix range of dashcam solutions here](#)

Fleet dashcam footage capture

Range	The distance covered by the camera
Forward-facing	A camera that captures footage of the road ahead of the vehicle
Driver-facing	An in-cab camera that captures footage of the driver
Rear-window mounted	A rear-view camera that will provide evidence in case of rear-end collisions or tailgating
Dual camera dashcam	A camera that faces the road ahead with an in-built secondary camera recording the driver inside the vehicle, for a full account of events



HD & fps	<p>HD footage ensures the clearest footage possible. 1080p video (1925 x 1080 pixels) is classed as high-definition (HD) footage.</p> <p>Frame rate controls how smooth footage will appear and is measured in frames per second (fps).</p> <p>HD footage at 25-30fps will result in the smoothest, clearest video for accurate analysis and evidence, though lower resolutions and frame rates may also be perfectly adequate.</p>
Viewing angle (HFoV)	<p>The horizontal field of view provided by the camera, measured in degrees. A wider viewing angle means less footage blind spots.</p>
Battery backup	<p>A built-in battery for continued operation during power loss, for example, due to tampering.</p>
4G mobile connection	<p>Connectivity provided via 4G network. A dashcam relying on 4G will be able to rapidly upload footage.</p>
Night vision	<p>Fleet dashcams that come with infrared night vision cameras will provide enhanced footage in low-light conditions and night-time journeys. This is particularly useful in driver-facing cameras.</p>



Audio	Audio recording capabilities are sometimes included in fleet dashcams, to provide additional evidence in incidents. Often this is a configurable setting that is disabled by default.
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Fleet dashcam features

Connected dashcam	Connected fleet dashcams are compatible with a fleet management system. Often with the ability to configure alerts and access dashcam footage from within the fleet tracking system.
Standalone dashcam	<p>Footage is stored on the dashcam memory card and not uploaded to a fleet management system or cloud-based storage solution.</p> <p>The memory card can be removed from the dashcam to access the footage when needed. Some standalone dashcams provide a Wi-Fi connection to help users retrieve video from the memory card via a mobile app.</p>
Alerts	Notifications for detected fleet dashcam events can be enabled to allow timely intervention.
Auto-upload	You can choose a fleet dashcam solution that automatically uploads certain footage to a designated server or cloud storage to streamline data management.



Event detection	<p>Specific events can be automatically detected by dashcams to alert managers to potential risks or incidents.</p> <p>Depending on the dashcam capabilities, this could anything from high impact such as a collision to a panic button on the dashcam being pressed by the driver. Some driver-facing dashcams can even detect specific driver behaviours such as mobile phone use within the footage.</p>
AI behaviour detection	<p>AI dashcams can assess risk using machine vision and artificial intelligence (MV and AI). They can detect dangerous or distracted behaviour such as showing signs of fatigue, using a mobile phone, looking away from the road ahead, or eating/drinking.</p> <p>While the intention is to improve safety and eliminate risk, AI behaviour detection often causes driver pushback. These types of dashcams can generate numerous alerts and clips for a business to review for each driver every day, which they may not have the resources to deal with.</p>
Wi-Fi	<p>Some dashcams will use Wi-Fi connectivity for data transfer, facilitating easy access to and sharing of footage through a mobile app or similar.</p>



Timestamps	Dashcam footage can include time stamps to provide additional event information.
GPS data	Dashcam footage can include GPS location data to provide additional context for recorded events.
Parking mode	Some dashcams have a parking mode for surveillance while the vehicle is stationary with the ignition off, to capture evidence of potential accidents, vandalism, or theft.

Dashcam footage storage

Accessing footage	Recorded dashcam footage can either be accessed via the device memory card, or via a fleet tracking system, depending on the solution you select for your fleet.
Storage capacity	Fleet dashcams offer varying amounts local storage, so if the footage is only stored on the dashcam, it is worth considering how much journey time you will be recording.
Storage duration	In cloud-based solutions, fleet dashcam footage is often only stored for a certain length of time so it is worth considering how long you might need access to the data and downloading any notable events to store separately.



Dashcam footage security

Footage backup	A dashcam may have various options for footage backup to ensure data integrity and prevent loss of critical evidence.
Tamper alerts	Some dashcams provide alerts that are triggered by tampering attempts, to enhance security and ensure the integrity of recorded footage.
Encryption	Dashcam footage may be encrypted to protect businesses from unauthorised access and to safeguard information.
Disable remotely	A dashcam may come with the ability to remotely disable or lock the camera to prevent unauthorised use.
SD card lock	Often, there is a locking mechanism for the SD card slot to prevent unauthorised removal or any tampering with the dashcam footage.

Choosing a fleet dashcam solution

Dashcams offer a layer of security and accountability that can prove invaluable in the event of incidents or accidents on the road. However, with the market flooded with advanced dashcams with behaviour detection and AI features, businesses often find themselves questioning whether they need such sophisticated technology. This chapter delves into why basic functionality and event recordings may suffice for most fleet operations.

Reliability and ease of use

At their core, dashcams serve the fundamental purpose of accurately recording events on the road. This basic feature is crucial for providing evidence in the event of accidents, insurance claims, or disputes. Event recordings serve as critical evidence in determining fault and liability, streamlining the claims process, and reducing legal complications. Opting for a dashcam that automatically saves footage of potential collisions can speed up response times to incidents involving your vehicles.

Is AI active behaviour monitoring necessary?

While more advanced dashcam features, such as machine vision and AI driver behaviour detection, may offer additional insights, they may not always justify the added cost. You need to consider your business' capacity to process and act upon the wealth of insights that advanced AI dashcam solutions offer, to fully-leverage the dashcam technology, but also whether it makes sense for your business to use those features.

AI and MV dashcams: Pros and cons

Behaviours that AI and MV dashcams detect

AI dashcams are often able to detect distracted or dangerous driving behaviours such as:

- eyes away from the road
- eating or drinking
- mobile phone use
- signs of fatigue

These dashcam solutions often play warning sounds for the driver and send alerts to management to review the behaviours, so that the risks can be addressed and corrected.

Makes driver buy-in more problematic

AI features such as driver behaviour detection entail greater responsibility concerning driver privacy and require more in-depth communication with your staff. The technology is not just there to protect and support them, but also to continuously monitor and rate their performance, making driver pushback more likely.

These advanced dashcam technology solutions can send alerts to management every time a driver performs a potentially dangerous action, such as interacting with their phone or showing signs of fatigue. This can cause undue stress for the driver, especially if the technology misinterprets their behaviour, which has been known to happen often.

Capacity to manage behaviour detection alerts

If AI video telematics and behavioural facial recognition features are employed, a business needs to have a process for managing that information. A clear policy should be communicated with staff, detailing how the technology is being introduced and how any detected negative driver behaviour will be handled.

Many alerts can be false positives. Reviewing footage that shows no dangerous behaviour can prove to be a waste of business time, but there is a responsibility to review those potentially dangerous incidents and not overlook the signals from a AI video telematics system. Someone in the organisation may need a lot of time on their hands for this to be used properly, and there will likely be difficult conversations with drivers.

Dashcams and insurance

Should dashcams always be on?

The question as to whether dashcams should always be running is often raised by drivers, who may wish to be able to turn them off. This is especially relevant in situations where vehicles are taken home for private use.

Incidents can happen anytime, anywhere, and so it's always best to have a dashcam that is always running to protect that driver and the vehicle. Insurance companies will often only reduce premiums if a business states that its dashcams will always be enabled, otherwise they can't rely on the evidence always being available.

Do insurance companies reward businesses that use dashcams?

While having a dashcam doesn't always guarantee an insurance discount, many insurers recognise the added safety and security benefits they provide. Some insurance companies offer discounts on premiums for vehicles equipped with dashcams, making it a point worth mentioning when obtaining insurance quotes.

When comparing insurance options, you may be asked if your fleet vehicles are fitted with dashcams. Indicating 'Yes' allows insurers that offer discounts for dashcams to consider this in your premium calculations. According to recent data, approximately 6 million customers report having dashcams installed when requesting insurance quotes.

Insurance companies often require dashcam footage to be available in the event of a claim. This footage can be critical in resolving disputes and verifying incidents. If you claim to have a dashcam but fail to provide footage when requested, insurers might retract any discounts applied. Moreover, deliberately misleading insurers about dashcam usage can result in policy invalidation.





By ensuring your fleet vehicles are equipped with dashcams and maintaining proper usage, you can lower insurance costs and expedite your claims process.

Sending dashcam footage to the police

If you have dashcam footage of a traffic accident or incident, you can easily submit it to the police through the [National Dash Cam Safety Portal](#). This portal is operated by Nextbase, a leading manufacturer of cams. Nextbase offers a useful list of FAQs on the portal, helping you understand how your footage should and should not be used.



What are the rules on using dashcams in a business?

-  For safety reasons, dash cams must not encroach more than 40mm into the swept area of the driver's view.
-  To comply with GDPR, you must justify the use of fleet dashcams in a company policy document. Justification can be to improve the safety of the driver, passengers, and other road users, and to provide evidence in the event of an accident.
-  As an employer using fleet dashcams, you will need to appoint a Data controller and register with the [Information Commissioner's Office](#).
-  Vehicles installed with dashcams should display dashcam or CCTV warning signage. Contact details for your Data Controller should either be made available here on the signage or posted on your company website with the web address shown on the vehicle signage.

6 tips for a successful dashcam rollout



Communicate clearly

Make it clear when the dashcams will be enabled, so as not to leave your employees guessing. Tell them what will be captured within the vehicle and on the road, and whether it will only be visual, or audio too.

Show transparency

Explain both what you will do, and what you will not do with the dashcam footage. This is most crucial for driver buy-in. Explain what will happen if they are found to be at fault or displaying dangerous behaviours.

Explain the benefits

Illustrate how dashcams are beneficial for the business, and for staff themselves. Use the examples in this guide and share success stories from other businesses.

Address staff concerns

Explain the businesses motivations for using dashcams, the value you expect the footage will add and when you intend to access the footage. If your staff believe their driving performance will be regularly reviewed, when you only refer to the footage in the event of an incident, it can help to communicate this.

Give employees a point of contact and enlist an advocate in order to show transparency, create a safe space for employees to raise concerns and build trust.

Lead by example

Roll out your dashcam solution fairly. Regardless of tenure or seniority, put the same measures in place for managers and staff alike. This helps staff to feel at ease and fosters a better understanding of the benefits of using dashcam technology.

Celebrate success

If using dashcams to monitor driver behaviour, be sure to use the footage constructively and reward staff progress. You can gamify improvements and commend drivers with a good track record to ensure that the data is used positively.

Share stories that demonstrate the capabilities of dashcam technology and the value of positive staff adoption.

Quartix dashcam solutions

Connected dashcams

- Forward-facing and cabin/driver-facing options
- Full HD footage at up to 25fps
- Up to 256GB local storage
- Automatically uploads events to Quartix server
- Upload recent footage to the Quartix server
- Access footage within Quartix fleet tracking
- Get emailed 'event' alerts
- Tamper-proof, lockable SIM/SD card access cover




Standalone dashcams

- Forward-facing and separate rear-facing window-mounted option
- Full HD footage at 30fps with up to 128GB local storage
- Share footage over Wi-Fi using Cam Viewer mobile app
- Anti-tamper locking screws protect the SD card
- Does not connect to your Quartix fleet tracking system
- Does not highlight 'events' for you to review



Choose a fleet dashcam solution that supports your business needs. [Explore the Quartix range of dashcam solutions.](#)



The Quartix vehicle tracking system has been installed in over 600,000 vehicles and helps a wide range of businesses improve productivity, cut costs and save on fuel every day. Providing commercial fleet tracking for trucks, coaches, vans and cars throughout the UK, USA and Europe, the system offers a host of valuable features for fleet managers and small businesses.

Quartix does the hard work of analysing your data, generating simple to use reports that can be accessed online. Live tracking, driver timesheets, geofencing and management dashboards allow managers to easily see where efficiencies can be made.

Driver League Tables and individual driver reports help to assess driving style, which if improved can save reduce fuel consumption as well as positively impact the safety of road users. Quartix offers tiered packages to help businesses identify their best drivers, improve productivity, make sense of fleet costs, and save time and money.

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