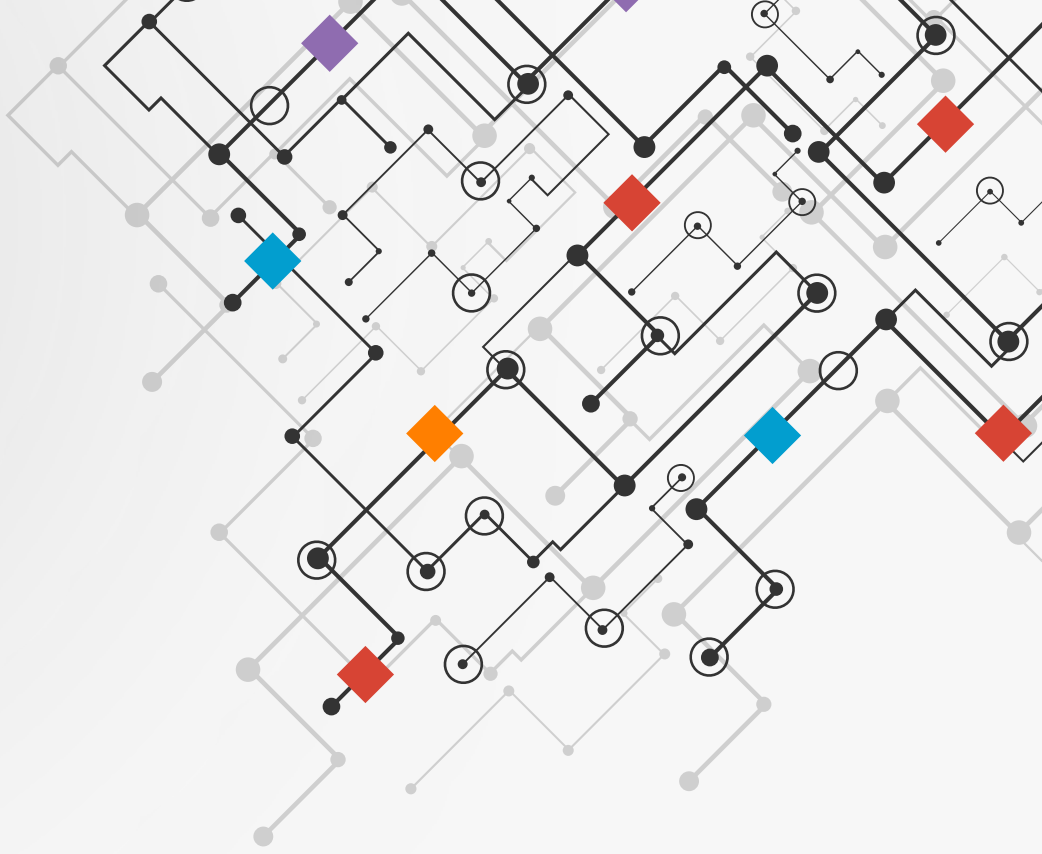


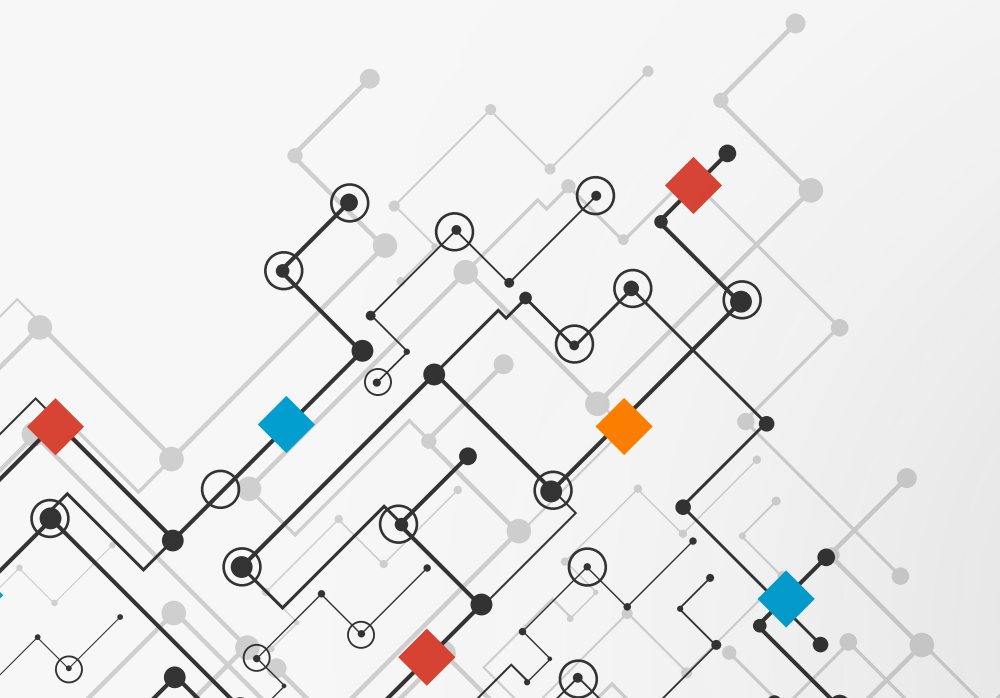


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# WHITE PAPERS FOR FLEETS

FLEET AND FIELD SERVICE MANAGEMENT GUIDES



**Distracted Driving - How dangerous the phones are for Drivers?**

# Distracted Driving - How dangerous the phones are for Drivers?

Fleet safety is an important aspect for each fleet manager which largely due to new mobile technologies, gadgets and cell phones. Drivers are reminded many times not to use their phones and other mobile devices while driving. New studies remind us how dangerous it is.

A few numbers about distracted driving:

- **66% of all car accidents** caused by distractions
- **26% of all car accidents** caused by using cell phone

The numbers show that significant proportion (**about 40%**) of distractions are caused by cell phones. The effect of cell phones on our driving habits is not negligible, each fleet manager needs to find the way how to cut down the harmful impact of cell phones.

**#50**

**TEXTING WHILE DRIVING IS AGAINST THE LAW IN 39 STATES AND IN THE DISTRICT OF COLUMBIA**

50 REASONS NOT TO TEXT & DRIVE

STOP THE TEXTS.  
STOP THE WRECKS.

★★★★  
NHTSA  
DISTRACTION

Ad  
Council

[Texting while driving is against the law](#)

## Why texting is so dangerous?

If we want to understand and avoid distracted driving, we have to know what are the three types of driving distractions:

### 1. Manual

We talk about manual distractions when you to take your hands off of the wheel. Eating, drinking, smoking, turning knobs in your car are manual distractions.

### 2. Visual

Visual distractions like searching for items on the floor, or adjusting your GPS, radio, temperature controls cause you are not looking on the road.

### 3. Cognitive

Cognitive distraction (talking, daydreaming) is when your mind does not focus on driving.

If you are texting while driving it falls under all three types of distractions. **While texting, you are distracted Visually, Manually and Cognitively that's why texting is so dangerous.**



[Campaign against Distracted Driving by Government of Massachusetts](#)

## Distracted Driving - Danger is Increasing

In general, vehicles are becoming safer thanks to advanced technology, such as braking systems, blind spot detection, cameras, and telematics, but overall driving remains a dangerous activity in the U.S. In fact, motor vehicle fatalities increased 7.7% in 2015.

**Crashes are traumatising for the driver, expensive for the fleet owners and it can be damaging the company's reputation.**

## Talk-to-text app is NOT a solution!

5% of cell phone-related accidents happen because the driver is texting. The "Voice-to-Text Driver Distraction Study," warns drivers that **use of talk-to-text apps does not solve the problem, what's more, it may be even more dangerous!**

On the cognitive distraction scale (rated from 1 to 5 points) which measures how disturbing an activity is, using a **speech-to-text apps rated with 3.05 points, but talking on a handheld phone is only 2.45.**



**Speech to Text app is also dangerous!**

## Hands-free phone is NOT a solution!

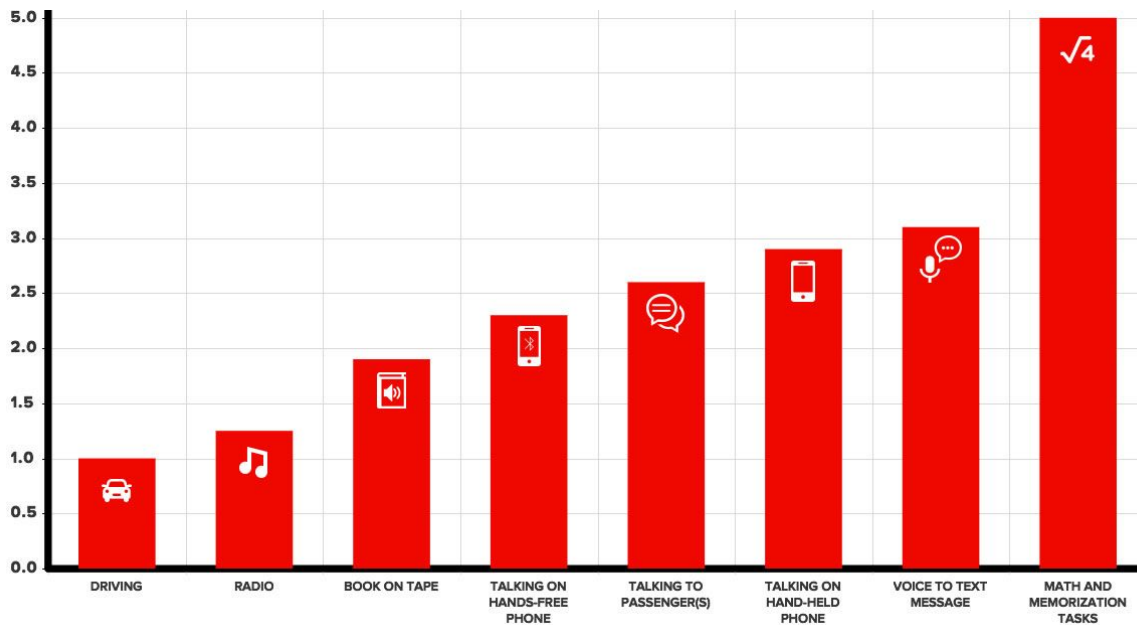
Most of the accidents happen when drivers are talking on their cell phones. So, would a hands-free phone call be safer than a simple call?

Studies published as early as 2009, such as a report in the [Journal of Safety Research](#), have said that driving performance while using a hands-free phone was **rarely found to be better** than using handheld devices.

Our review shows that regardless of phone type talking on the phone has negative impacts in detecting and identifying events. The performance was rarely found to be better while using a hands-free phone.

They measured the following workload rating on cognitive distraction scale (1-5):

<b>Driving:</b>	<b>1.00</b>
<b>Hands-free cell phone:</b>	<b>2.27</b>
<b>Handheld phone:</b>	<b>2.45</b>
<b>Speech-to-text app:</b>	<b>3.06</b>
<b>Math Tasks:</b>	<b>5.00</b>



[Cognitive Distraction Scale by Manneliasinjurylaw.com](#)

So, summarising the above this research does not support the decision to allow hands-free phone use while driving, because both of these activities are dangerous, the difference is negligible.

## What about “safe drive” apps?

There are applications developed especially to solve the distracted driving issues. The idea is good and welcome by fleet owners, but what’s the real impact on distracted driving?

### **How are these apps working?**

When the vehicle’s speed exceeds the pre-setted value (eg. 10 mph) the app automatically locks the screen and blocks incoming calls (or answers to the calls and incoming messages automatically).

Some of the new apps use a similar “driving detector” solutions like [EverTrack Fleet Tracker](#) app which is better than detecting speed. These apps analyse motion detected by G-sensor and locking the screen when driving detected and unlocks it automatically when the motion ended.

To accept calls, write a message or check anything on the phone the driver has to stop or press a button (if any) to verify he is not driving.

### **Are these apps problem solvers?**

The answer is complicated, we think it is possible to create an app which could solve many of these issues and could offer better control for fleet managers, but at this moment it’s not an existing one. There are solutions to create Driver Scorecards and there are apps to detect and analyse Driver Behaviour. Both can help so much for fleet managers to understand driver’s habits and to find and handle high-risk drivers.

### **What’s the problem with these apps?**

Detecting harsh acceleration and braking is much easier than detecting distracted driving caused by cell phones. Our opinion is, mobile apps can’t eliminate distracted driving totally because if the fleet manager installs an app on the driver’s phone, they will bring their own mobiles and use that one while driving. So the statistics might show that everything is fine, but the truth will be totally different, we only deceive ourselves.

**The apps are great tools to understand driving habits better, identify high-risk drivers and reveal hidden issues, but not a cure for all problems.**



## What is the solution?

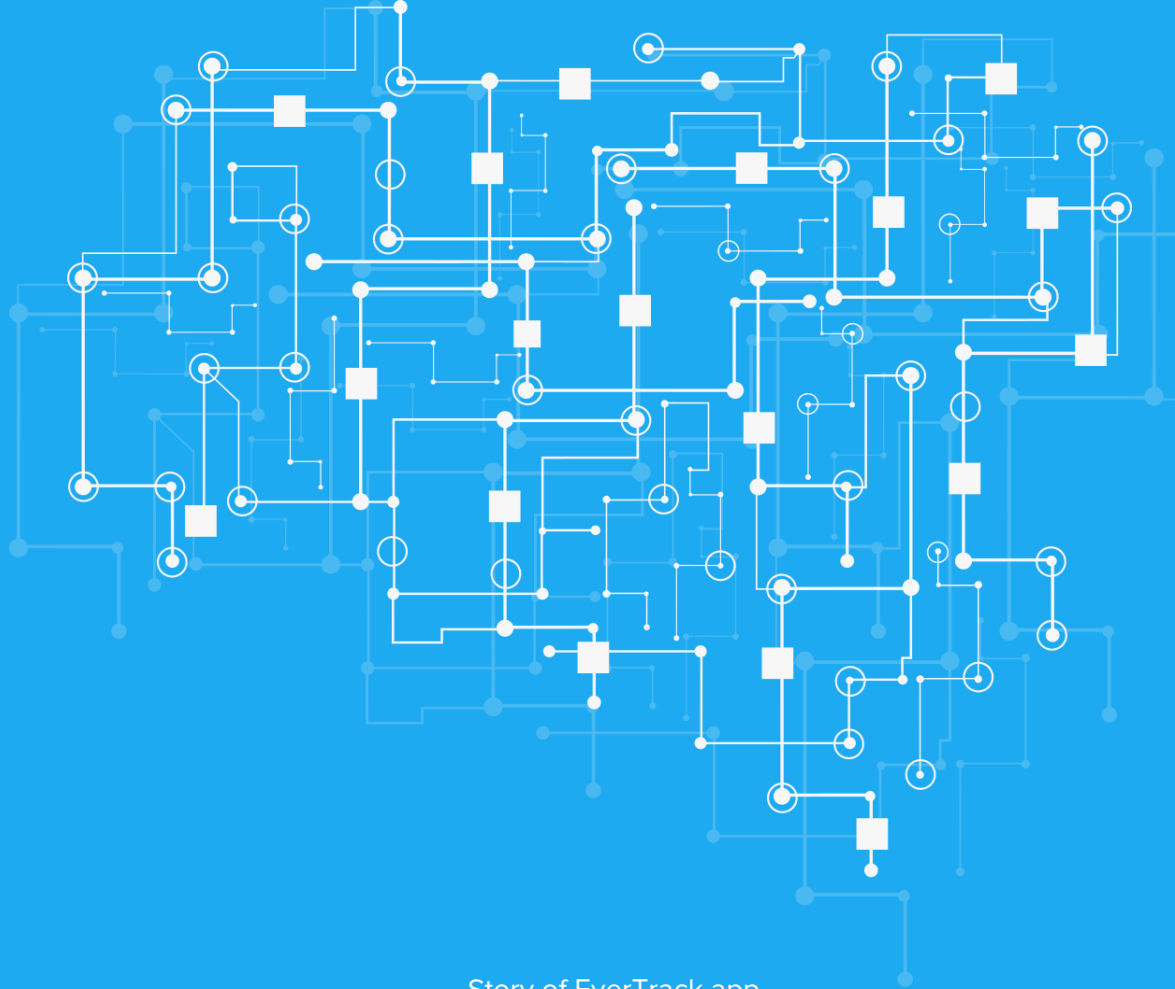
There is no universal solution for distracted driving. Fleet managers and drivers need to understand how dangerous distracted driving is. If the drivers accepted that talking and texting are dangerous they will use their cell phones less frequent during their the rides.

A few ideas about how fleet managers can decrease the number of accidents caused by distracted driving:

- Train new-hire Drivers
- Be patient with new-hire drivers and give less tasks for them
- Retrain or offer improving courses
- Implement [Telematics or Fleet Tracking System](#)
- Get to know your drivers - Install a Driving Behaviour analyser app
- Identify and Handle high-risk Drivers
- Start Fleet Safety Programs with Rewards and Penalties

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## Story of CorvusGPS

The early beta of CorvusGPS launched in May 2011, today we have tens of thousands of registered members and thousands of daily active users.

Our Fleet Tracking system helps companies to manage vehicles, lower the workload on dispatchers and simplify everyday operations.

We are passionate about creating the easiest Fleet and Field Service Management platform based on smartphones.

We think smartphone-based solutions will change the field of Telematics soon. We want to be one of the early innovators.



Try our Fleet Management Tools

## Story of EverTrack app

EverTrack client app turns any Android mobile to a real-time GPS tracker. What's more EverTrack offers other features to improve the effectiveness of vehicle fleets and field services.

EverTrack launched in 2012 for Android cell phones, today it has more than 200.000 downloads and thousands of active users.

EverTrack app exclusively designed to work with CorvusGPS Tracking System. The app opens new opportunities to the field of Fleet Management and Telematics.

EverTrack is easy, flexible and future proof.



Get EverTrack GPS Tracker