



The Measurable Power of **Effective Driver Training**

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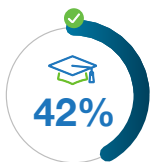
Companies adopting a proactive approach to driver risk management move beyond basic compliance and “bare minimum” strategies. Instead of manually pulling motor vehicle records (MVRs) once a year, these **forward-thinking companies use continuous monitoring solutions** to uncover hidden driver behaviors, violations and license status changes year-round.

However, identifying risks is unproductive without **an effective strategy to intervene and remediate**. This is where a comprehensive driver training program becomes critical.

The Tangible Benefits of Training

While driver training is often overlooked or deprioritized as a less effective, “check-the-box” strategy, it should be a top priority due to its tangible benefits when administered effectively.

Proactively Reinforce Safety



Increase in distracted driving courses completed in 2024



Reduction in crashes after drivers completed defensive driving lessons

By implementing a proactive training program, companies can ensure both new and experienced drivers keep their skills sharp, maintain high safety standards and stay informed about current regulations. Regular training in areas like defensive driving and managing distractions helps all drivers remain safe and confident on the road. These frequent touchpoints, along with short refresher trainings or “micro-learning,” reinforce key concepts and ensure safety issues are top of mind year-round.

Fleets doubled down on this proactive approach in 2024, with a **42% increase in distracted driving courses completed** (SambaSafety Training Usage Data). One fleet in particular even experienced a **30% reduction in the number of vehicle-related crashes** and incidents in 2024 after all drivers completed SambaSafety's Pro-DEFENSE 'Approach to Safe Driving' curriculum as part of their periodic training requirement (SambaSafety TruVoice Customer Survey).

Get a Comprehensive Blueprint for Implementing Year-Round Driver Safety Training

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Target Existing and Emerging Risks

Companies can also quickly and effectively mitigate emerging risks by providing individually tailored, remedial training that directly targets risky driver behavior and recent violations. This incident-based approach corrects bad habits as they occur and reduces the likelihood of future violations and crashes.



Reduce Claims and Associated Costs



of commercial insurers will offer on-demand training for loss control in 2025

Continuous monitoring and targeted driver training are proven methods for lowering risk, reducing claims and controlling costs—prompting commercial insurers to start offering these tools for loss control. Over 25% of insurer loss control programs include MVR monitoring, and more than **55% will offer on-demand training** in 2025 (2024 SambaSafety Telematics Report). Training is now seen as a critical part of company safety, helping address specific high-risk behaviors without overburdening drivers.



Elevate Driver Retention



Increase in retention by prioritizing driver education

With ongoing budget constraints and rising labor shortages affecting recruiting, employers must place a greater emphasis on employee retention and upskilling their workforce. Organizations that prioritize learning and development (L&D) experience **57% higher retention rates**, as drivers feel more competent and valued in their roles (LinkedIn Talent Blog). This approach also decreases the likelihood of driver disqualification and employee-involved crashes — promoting ongoing success behind the wheel and long-term job satisfaction.



Boost Employee Morale



of drivers desire more training to help prevent crashes

Driver training showcases that employers care about their drivers' well-being. When presented positively as a means of promoting skill improvement, elevating safety and rewarding good driving behavior, training can foster a strong safety culture. Drivers are known to be more receptive and motivated in these environments.

While most drivers feel their leadership prioritizes driver safety, **80% desire an increase in training**, eight points higher than last year (Nationwide, Accident Anxiety).

"A resilient safety culture isn't built on policies alone—it's built on people. When we prioritize development, well-being and meaningful training, we're not just reducing risk—we're investing in the future of our teams and the success of our organization." - Heidi McCaffray Sr. Manager, Occupational H&S, Serco

Learn How Serco Lowered Risk Scores by Combining Monitoring & Training

[VIEW CASE STUDY](#)

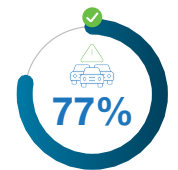


How has SambaSafety's Online Driver Training benefited your business?



*SambaSafety Training Survey 2024. Participants were asked to select all that applied. Of the 55 unique companies surveyed, 23 responded to this question. Respondents have assigned over 300,000 training courses in the first half of 2024.

The Undeniable Efficacy of Training



violation reduction after 12 months of using monitoring and training



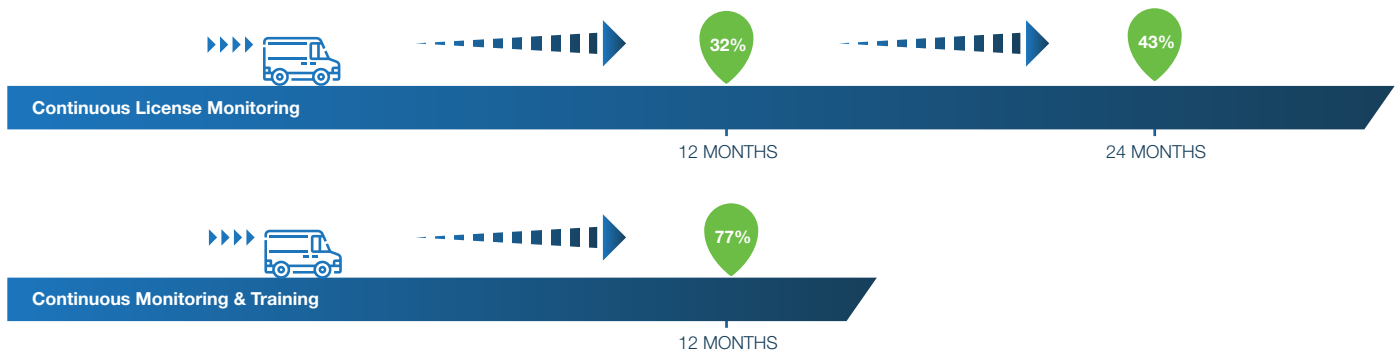
incremental reduction in violations compared to monitoring alone

While the benefits of incorporating driver training into your safety program are clear, the real impact lies in its ability to dramatically reduce driving violations. SambaSafety's driver monitoring and training efficacy study was conducted from a cohort of over four million monitored drivers. We compared the average number of violations 48 months before monitoring or training enrollment respectively, to the average number of violations 12 and 24 months after enrollment. Here's what we uncovered:

- ✓ After 12 months of continuous monitoring, **violations dropped by 32%.**
- ✓ After 24 months of continuous monitoring, **violations dropped by 43%.**
- ✓ After 12 months of continuous monitoring and training, **violations dropped by 77%** — more than double that of monitoring alone.

Simply put, elevating driver monitoring with training leads to an **additional 46% reduction in violations** after just 12 months.

Overall Violation Reduction After Implementing Monitoring & Training



A separate analysis was conducted using a similar cohort to understand the impact of monitoring and training on specific violation categories. The data revealed:

Violation Category	# of Violations Pre-Monitoring & Training	Monitoring & Training Improvement (12 months)	Monitoring & Training Improvement (24 months)
Speeding	586,000	-29%	-43%
Maneuvers (e.g., careless & distracted driving, prohibited use of commercial vehicle, failure to obey traffic signals)	484,000	-27%	-38%
Documentation (e.g., unlicensed driver, license revoked, court-imposed orders, failure to appear/pay fine, no proof of insurance)	297,000	-27%	-36%
Equipment (e.g., eat belt violations, improper equipment speedometer, defective headlamps)	111,000	-33%	-49%
Vehicle-Related (e.g., operating an unsafe vehicle, over gross weight, failure to keep vehicle under control)	66,000	-33%	-45%

*SambaSafety Risk Cloud Analysis 2024. Based on a cohort of 5,099 accounts from a database of over four million monitored drivers.

A third analysis examined the effects of training on a peer group within the Transportation & Logistics industry. The peer group was comprised of ten of the largest SambaSafety monitoring customers and the analysis compared a cohort of these companies that consistently trained and monitored their drivers to a cohort of companies that *only* monitored with SambaSafety. The study revealed:

- Companies with a consistent training program saw an **earlier and sustained reduction in violations**.
- The companies in the training cohort **reduced violations twice as much** as their non-training peers over a 24-month period.

Companies in the training cohort implemented regular and proactive training assignments, assigning an average of 1.3 courses monthly per driver, with an average 78% completion rate in 2024.

Find Out If Your Training Program Has Everything it Takes to Mitigate Risk

GET THE CHECKLIST

Does Your Driver Training Program Have Everything It Takes to Mitigate Risk?

Successful driver training goes beyond compliance or reactive measures – it proactively identifies, addresses and safely disrupts unsafe driving. This SambaSafety training program provides everything you need to simplify your operations, improve driver safety, and boost profitability. Use this checklist to compare your program against the gold standard in driver training.

An Effective Driver Training Program...

- Features Modern, Online Training Content**
 - Dynamic Visuals and Narration:** More effectively engage learners with an interactive and engaging experience via learning game content, "talking head" videos, game scenarios and real-time feedback.
 - Mastery-Based Learning Approach:** Requires drivers to demonstrate knowledge on upcoming content before moving on, ensuring comprehension of material.
 - Customizable Content:** Provides a custom training experience, with the ability to add your company branding to slides and content for personalized results.
 - Convenient Expanding Catalog:** Make it easy, without content entry hassle, to expand your course.

Strategies for Optimizing Your Training Program

Here are some key components to consider if you're looking to establish an effective driver training strategy:

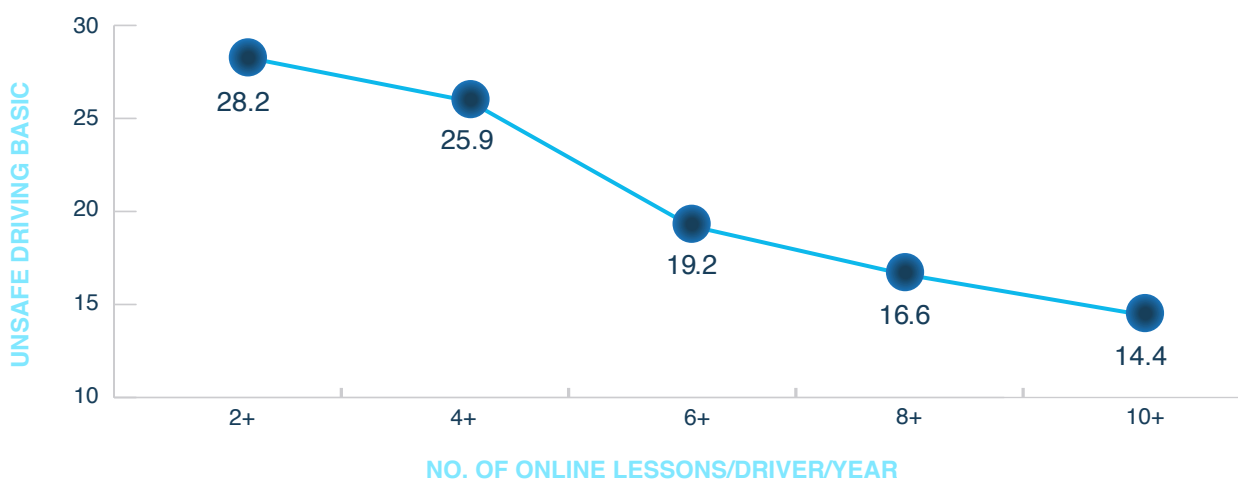
Intentional New-Hire Training

Begin fostering a safer workforce from day one by incorporating comprehensive training into your onboarding process. Regardless of a driver's previous experience, this essential step can address role-specific safety issues, close skill gaps and build a strong safety foundation before they hit the road. Training new hires on known risks and scenarios they'll likely face upfront can reduce the likelihood of future occurrences.

Always-On Continuous Development

As mentioned previously, regular training keeps safety top of mind and reinforces critical skills, working proactively to reduce violations and prevent crashes. Fleets that train monthly have far fewer violations, a quarter of the industry average and half that of fleets that train twice a year.

Training Frequency Reduces Violations



Integrated Intervention Workflows

An ideal training program requires minimal effort to deliver maximum impact. This calls for a seamlessly integrated workflow, allowing you to identify and act on incidents as soon as they occur — without the administrative overhead.

Proactive Assignment Strategy

The powerful combination of continuous monitoring and online driver training enables you to target and remediate leading indicators of risk, shifting from a reactive to a proactive approach. A solution that integrates these tools ensures ease of use when addressing various risks throughout the employee lifecycle.

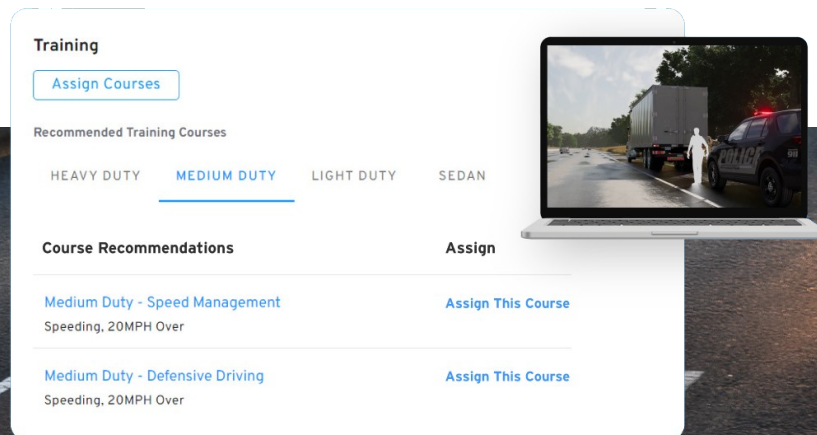
Discover More Strategies for Uncovering & Intervening
on Hidden Driving Risks

[DOWNLOAD GUIDE](#)



Intelligent Course Recommendations

Pairing MVR, Compliance, Safety, Accountability (CSA) and telematics monitoring alerts with AI-driven course recommendations ensures the right training is assigned at the right time. A highly intelligent training solution will automatically recommend incident-based courses so you can swiftly correct specific behaviors, taking the guesswork out of training assignment.



Robust LMS Functionality

Programs with robust learning management system (LMS) functionalities ensure all the boxes are checked when it comes to meeting your company's unique training needs. You can gain access to assignment compliance reporting, group and scheduled assignments, completion certificates, flexible hosting options for company-created content and more.

Highly Relevant and Engaging Content

Training courses should be created by professionals with expertise in the driver safety industry to guarantee the content is relevant and impactful. High-quality 3D visuals, engaging narrations and mastery-based question formats that ensure users have learned the materials before moving on are also essential for retaining critical information.

Complete Course Catalog

A comprehensive training program provides access to a wide range of safety topics for any vehicle or driver type, including:

- ✓ Vehicle-Specific
- ✓ Defensive Driving
- ✓ Distracted Driving
- ✓ Incident-Based
- ✓ Entry-Level Driver Training (ELDT)
- ✓ Tanker
- ✓ Non-Commercial
- ✓ OSHA
- ✓ And More

[VIEW COURSE CATALOG](#)



Ready to Transform Your Driver Training Program?

SambaSafety's Online Driver Training is a proven method for enhancing fleet safety and improving employee engagement, performance and retention. Training is easy to administer and track alongside our monitoring capabilities within our robust risk management solution. With over 400 mastery-based courses tailored to all vehicle and driver types, you can create a comprehensive program that unlocks measurable results and drastically reduces risk.

Overall Customer Rating



(SambaSafety Training Survey 2024)

“ We love the consistency that SambaSafety brings to our online training program, and the positive feedback we get from students reinforces this. We constantly hear how easy it is to understand the material and get through each lesson quickly.

Matthew Fox,
Senior Director of Driver and Delivery
Training and Strategy, Sysco

“ The Samba University training videos are the cornerstone of our training program. We love that Samba can host our custom videos, and the incident-based training recommendations offer instant coaching opportunities to address unsafe events.

Joe McDonald,
Director of Safety and Training, Secure
Transport KC

Ready to Learn More About the Power of Effective Driver Training?

See SambaSafety's Online Driver Training in action! Watch the demo now or schedule a personalized session to discover how to maximize the impact of your training program.

[WATCH THE DEMO](#)

