

Event-Based Fleet Alerts 10-Step Rollout Checklist

A practical rollout roadmap for fleet safety managers backwatch.co.uk

Use this checklist to plan and track your event-based alert deployment — from setting objectives through to full-fleet scale-up. Tick each task as you complete it.

1. Define objectives & KPIs · Owner: Safety Manager

- ☐ Document primary objective (e.g. reduce at-fault incidents by X%).
- ☐ Select KPIs: incidents/100k miles, review time, false-positive rate.
- ☐ Get budget and legal sign-off.

■ **Success metric:** KPIs baseline recorded within 14 days.

2. Select pilot fleet & timeline · Owner: Ops Lead

- ☐ Choose 10–30 vehicles across types and geographies.
- ☐ Define 30/60/90-day evaluation windows.
- ☐ Communicate pilot to drivers with the pilot email template.

■ **Success metric:** Pilot launched with driver acknowledgement from 90% of participants.

3. Technical pre-reqs & hardware · Owner: Install Team

- ☐ Confirm camera model, firmware, IR/night-vision needs and GNSS sync.
- ☐ Validate mounts, wiring and SD capacity (128 GB ≈ 60 hours).
- ☐ Photo-document install and log firmware checksum.

■ **Success metric:** All pilot vehicles pass a post-install QA checklist.

4. Configure event triggers & thresholds · Owner: Safety Analyst

- ☐ Set starting thresholds: braking $\geq 0.40g$, acceleration $\geq 0.35g$, cornering $\geq 0.40g$.
- ☐ Enable high-magnitude-only filter for first 30 days.
- ☐ Log initial false-positive expectations and plan tuning cadence.

■ **Success metric:** Alerts/week baseline measured; target false-positive rate defined.

5. AI scoring & prioritisation rules · Owner: Product / Analytics

- ☐ Define priority mapping: Collision = P1, Near-miss = P2, Phone use = P2/P3.
- ☐ Set AI confidence thresholds (start at 55–60% for auto-filter).

■ **Success metric:** Priority distribution measured and acceptable.

6. Integration with backend · Owner: IT

- ☐ Configure API/webhooks for real-time alerts and ticketing.
- ☐ Provision SSO and role-based access.
- ☐ Implement retention policy and backup strategy.

■ **Success metric:** Alerts flow to triage queue within target latency.

7. Workflow design · Owner: Operations

- ☐ Build triage queue, SLA rules and escalation matrix.
- ☐ Assign reviewers and coaching owners.

■ **Success metric:** P1 events reviewed within 2 hours during pilot.

8. Driver engagement & policy rollout · Owner: HR / Comms

- ☐ Send pilot email, run a 30-minute briefing and share privacy docs.
- ☐ Provide opt-in / opt-out mechanics where applicable.

■ **Success metric:** >85% driver engagement and acknowledgement.

9. Pilot measurement & tuning · Owner: Safety Manager

- ☐ Review at 30/60/90 days; adjust thresholds; sample filtered events.
- ☐ Measure false-positive rate and review-time improvements.

■ **Success metric:** Target KPI changes achieved or clear iteration plan in place.

10. Scale & continuous improvement · Owner: Program Governance

- ☐ Roll out in waves; maintain governance cadence and monthly dashboards.

■ **Success metric:** Scaled deployment with documented ROI.