

Fleet Camera Accountability Checklist

Five steps to building a camera-based accountability framework your drivers will accept and act on.

1



Review events with human oversight

Ensure a human reviewer confirms AI-triggered events before they reach coaching. False positives undermine driver trust and dilute genuine coaching conversations.

2



Document every coaching session

Record: date, event, clip reference, driver response, agreed behaviour change. Without documentation, accountability is a word; with it, it is a verifiable record.

3



Close with a specific commitment

'I'll be more careful' is not a coaching outcome. Agree a measurable, observable behaviour change — one the next footage review can verify.

4



Use footage in both directions

Review positive driving examples alongside incidents. Drivers who see footage protecting them accept the system. Drivers who only see it catching them resist it.

5



Aggregate data at fleet level

Identify route-specific hazard patterns, not just individual driver issues. If a loading bay generates consistent alerts across multiple drivers, it is a site problem, not a driver problem.