

Fleet Camera Driver Coaching Setup Checklist

Five steps to launching a footage-based driver coaching programme that improves behaviour and builds driver trust.

1



Define your trigger events

Which events warrant a coaching session? Set thresholds for: harsh braking (G-force), speeding (% over limit), and AI-flagged distraction events — verified by a human reviewer before escalation.

2



Decide who reviews footage first

A third-party reviewer filtering events before they reach the fleet manager is the model drivers most accept. Direct manager access to raw event feeds without review is the model drivers most resist.

3



Draft and issue the driver communication

Written notice covering: what the system captures, who can access footage, how it is used, and the coaching process. Drivers must acknowledge in writing. This is both a UK GDPR requirement and a trust signal.

4



Train the coaching managers

Whoever runs sessions must use the five-stage structure: (1) schedule promptly, (2) prepare the clip, (3) open with rapport, (4) let the driver narrate first, (5) close with a specific measurable commitment. Document every session.

5



Set a monthly review cadence

Track event frequency, coaching sessions completed, and behaviour trends monthly. This turns footage-based coaching from ad-hoc reactions into a systematic programme with measurable outputs and a clear ROI story.