



Understanding Driver Distraction in Fleets

How can fleets stop drivers using mobile phones while driving?

Fleets can reduce mobile phone distraction through a combination of clear safe driving policies, driver education, and technology. App-based solutions like LifeSaver Mobile help enforce these policies by automatically managing phone use while vehicles are in motion, helping drivers stay focused on the road.

Why is mobile phone use a major driver distraction risk?

Mobile phones create visual, manual and cognitive distraction, meaning drivers may take their eyes off the road, their hands off the wheel, or their focus away from driving. Even short moments of distraction can significantly increase the risk of crashes or near misses.

What is distracted driving in commercial fleets?

Distracted driving occurs when a driver's attention is diverted from the task of driving. In commercial fleets, this can include mobile phone use, interacting with apps, reading messages, or managing work-related communications while driving.

How do companies enforce mobile phone policies for drivers?

Many organisations have policies that prohibit mobile phone use while driving, but enforcement can be challenging. Technology solutions such as mobile device management apps, driver monitoring systems, and in-vehicle safety technology can help support compliance and reinforce safe driving behaviours.

What technology helps reduce driver distraction in fleets?

A layered safety approach is often most effective. Technologies commonly used by fleets include mobile phone management apps, driver monitoring systems, in-vehicle cameras, and driver training and coaching.

Can mobile apps help reduce driver distraction?

Yes. Mobile apps designed for fleets can automatically manage phone use while vehicles are moving. By limiting access to distracting features such as messaging and app notifications, these tools help drivers stay focused and reduce the likelihood of distraction-related incidents.