



The Evolution of Driver Safety Programs - TCA Webinar

TOP QUESTIONS

Idelic hosted a webinar with TCA on Thursday, February 23rd. Out of the event, there were several questions we did not have time to answer. Below are some of the top comments and questions asked.

What is the difference between Machine Learning (ML) and Artificial Intelligence (AI)?

AI is an umbrella term for a computer software's ability to perceive its environment, attempt to mimic human behavior, and learn to accomplish a given goal. In other words, AI is making a machine do something that a human could otherwise do. ML is a more narrow subfield of AI in which machines are granted access to vast amounts of data which allows them to learn and identify optimal outcomes, make predictions, recognize speech, etc. The key difference is that ML can do things that humans are otherwise unable to do.

In the event of a legal inquiry, how is the use of AI or ML tools considered, besides telematics data?

We are increasingly seeing the effective use of an ML tool can reflect positively on the defendant during a lawsuit. Most juries now expect that you are using appropriate tools (like telematics and cameras) to ensure the safety of your fleet. This seems to be emerging as a minimum bar to avoid perceptions of negligent operations. The use of ML on top of those systems demonstrates that the fleet has also used all available means to understand the data in its possession. We have not seen evidence of these tools creating new or different risks beyond the existing data discovery process. In all legal matters, we would suggest you consult with your internal or external counsel resources for specific guidance.

Is there a suggested retention timeframe of driver information or scorecards fleets should follow?

This depends on what you are trying to predict. IE: Predicting serious preventable accidents in the next 180 days may require different data than predicting speeding violations in the next 30 days. Each model will be trained differently and require different data. In general, Idelic suggests 90 days as a minimum and 3 years as a maximum, depending on the specific data and situation.

How do integrations work with Idelic if we use an existing solution ex: Samsara, Lytx, etc.? Does Safety Suite become the system of record?

The Idelic platform is designed to work in conjunction with existing platforms (Samsara, Lytx, etc). The source systems always remain the "system of record" and Idelic provides another layer of visibility and analytics across all of those sources. We recommend addressing daily event-level detail in the source platforms. And using Idelic to identify the longer-term behavioral trends to then be addressed with a more intensive Professional Development Plan.

How does Idelic collect customer feedback or suggestions related to Safety Suite?

The Idelic platform has the ability to capture customer feedback as "observations". This information is entered by the fleet user. In addition, fleets can send general feedback to contact@idelic.com and the comments will be routed to the appropriate team.

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