

Motive

Ultimate Guide

Building a Safety Program for Franchise Business Models



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Introduction

For franchise businesses that operate commercial vehicles, labor shortages and rising costs are painful realities. What's less discussed are the unique safety challenges franchises face. Safety on U.S. roads has become unpredictable, and worksite injuries are on the rise.

In 2023, an estimated **44,450 people** died in traffic crashes. More than **8,600 new deaths** followed in the first quarter of 2024. A worker dies from a work-related injury **every 96 minutes**, and transportation incidents **account for 38%** of all occupational fatalities.

As workers in industries like lawn care, pest control, junk removal, and plumbing take to the road, their journeys have become increasingly perilous. But they don't have to be. By investing in a **unified fleet safety program**, franchisors can protect their workers and equipment, prevent accidents, and strengthen their bottom lines. Better yet, they can set uniform safety standards for their franchisees, committing to a new level of excellence for their people and their brand.





Why franchises need consistency in a safety program

Consistency is the backbone of any successful franchise. From services and branding, to operations and maintenance, every element works in harmony. Safety should be no exception. With a unified safety program powered by a top-tier solution, you can set the standard to protect your people, vehicles, and assets — and gain powerful insights into every corner of your business.

When every franchise in your business uses the same system, you're able to gather consistent safety data across the board, creating benchmarks and best practices that elevate everyone equally. In turn, the corporate office can easily spot top performers, identify areas for improvement, and keep safety at the forefront.

One poorly managed safety program can damage your entire brand. That's why setting a high, consistent safety standard isn't just important — it's essential.

We've put together a step-by-step blueprint for franchises building a fleet safety program. Share it with your franchisees so they're operating out of the same playbook, using the same technology, and committing to the same standards.

The state of safety

If ever there was a time to ramp up investment in safety technology, it's now.

With accidents on the rise for physical operations, franchises that take to the road for work are greatly exposed. In 2021, nearly **6,000 commercial vehicles** were involved in fatal crashes, an 18% increase from the year before. In 2022, fatal accidents **rose another 2%**. Of nearly 5,500 work-related deaths that year, more than 2,000 occurred in transportation incidents.

Nonetheless, **Motive's State of Safety Report** shows:

40%

of commercial fleet leaders believe they underinvest in safety technology.

95%

of commercial fleets say safety is a priority, but it's not their top priority.



When asked to rank priorities from a list of options, respondents ranked increasing revenue and minimizing expenses higher than improving safety.

- 01** Increasing revenue
- 02** Minimizing expenses
- 03** Improving safety

Why aspire to be a world-class franchise business

Some businesses believe that investing in a safety program is too costly in the face of so many other expenses. However, the opposite is true.

Motive data shows that for fleets with world-class safety programs



66% experience fewer accidents and safety incidents



58% have lower insurance premiums



51% have better driver retention rates

While some companies are worried about driver pushback, businesses that deploy safety technology **actually retain more drivers** in the long run, not less.



The 2023 State of Safety Report



Built-in safety guidance fuels franchise growth

Having a prebuilt set of safety standards and a ready-made solution allows new franchises to create a first-class safety program quickly. That means new owners can focus on building their customer base and growing the brand without having to be specialists in safety. Having a prebuilt process is a huge benefit to new franchises that care about their teams and want to build a reputation for high-quality work with a focus on safety.

When a world-class safety program is integrated throughout the brand, it creates tangible financial benefits for the franchisor. The result is a higher revenue share for corporations, and a stronger brand overall.

Assessing safety readiness for franchises

Assessing the state of your safety program, both at the corporate and franchisee levels, is essential for maintaining safe, compliant, and productive operations. It's vital to identifying risks, preventing accidents, and protecting your most valuable assets — your people.



The importance of benchmarking



Objective

Understand your current safety performance relative to industry standards and franchisees within your portfolio.



Actions

Gather and analyze safety data, including incident rates, severity, and unsafe driving behaviors. Compare these metrics against industry benchmarks from authoritative sources such as [FMCSA](#) and [OSHA](#).



Benefits

Benchmarking is necessary to identify gaps, measure risks, set performance goals, and assess your position in the industry. For franchises in particular, benchmarking is crucial to maintaining brand consistency and meeting corporate safety standards.

Because of their similar operational profile, it's vital for franchisees to **share data internally** and benchmark safety performance against each other.

In establishing a benchmark, be sure to **compare apples to apples**. If some franchisees have a different operational profile, or a different set of equipment, consider leaving them out of the analysis.

If franchisees don't benchmark and measure, they can't track performance. They won't know how well they're doing as a franchise compared with other franchisees, and the corporation can't effectively evaluate how well its franchisees are performing.

10 steps to understanding the maturity of a franchise safety program



After assessing the current state of your safety operation, some areas of improvement may be readily apparent while others are harder to pinpoint. In the next section, we'll outline how to identify gaps in your safety program and set realistic goals.

Identifying gaps and setting goals

Operating a franchise is complex. With several brands and independent operators in one portfolio, having visibility into what's going on with all of them can be challenging. It's hard enough to understand how franchisees are doing from day to day, much less grasp what their biggest risks are. That's why it's critical to conduct an honest assessment of franchise safety performance and put in the work to identify gaps. Taking these steps will put your corporation on the path to a stronger safety record.

Pro tip: Positive reinforcement and knowledge sharing will have a much more positive impact on fleet safety than penalizing drivers for poor behavior ever will.



Objective

Pinpoint weaknesses in your franchise safety program to target for improvement.



Actions

Review safety data and technology use, conduct driver surveys, and track near-miss reporting. Set realistic, measurable, and specific goals for improvement.



Benefits

By identifying and addressing vulnerabilities in your safety program, you'll prevent accidents, lawsuits, and damage to vehicles and equipment.

To spot troublesome trends, analyze your data. If possible, take a look at three to five years' worth of data and look at the following metrics:

Incident rates

Track the number of accidents, injuries, and fatalities to assess safety performance from one franchisee to another. Be sure to take into account differences in operations.

Unsafe driving behavior

Explore the safety data provided by your dash cam and telematics solution, such as cell phone use, close following, drowsiness, and speeding performance trends. Use this data to identify opportunities for improvement.

Insurance claims and premiums

Analyze the frequency and cost of insurance claims and premiums. Higher rates imply poor safety performance.

CSA scores

Ensure compliance with industry regulations and standards, vehicle inspections, and licensing requirements. Note: Not every company has a CSA score.

Organizational safety culture

Evaluate communications, leadership commitment, and employee engagement.

Regulatory compliance

Conduct internal audits and review the results of recent regulatory audits to ensure compliance with safety regulations and standards.

Goal progress

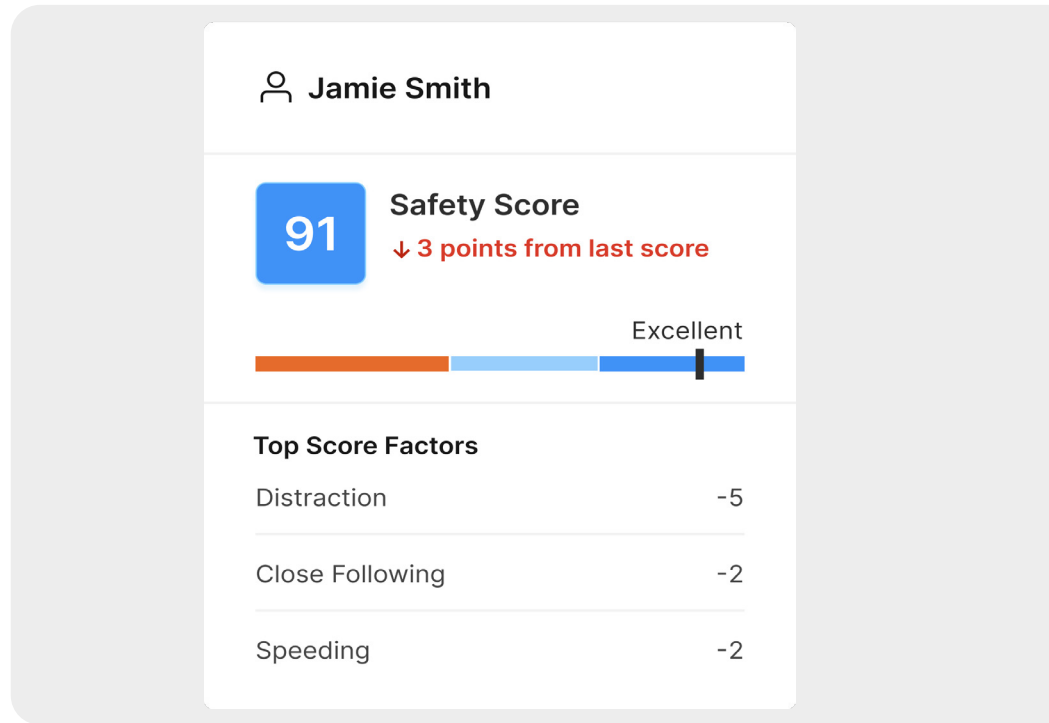
Assess whether franchisees are hitting their goals and improving year over year. If they're continually getting worse, there's a problem.

Creating a safety metric and goal across your franchise

Safety metrics are the key to tracking safety performance. Without them, franchises are working in the dark, unable to know who's excelling or in need of coaching. At the franchisee level, comparing safety scores across drivers shows which employees are driving safely, and which aren't.

Safety scores reflect a franchisee's commitment to safety, showing they care enough to measure performance. Look for a safety metric that monitors trends across the entire franchise at a glance, so managers can take corrective action more quickly.

The most effective safety metrics evaluate driving performance over time. The **Motive Safety Score**, for example, gives an accurate measure of risk for each driver, based on how safe or unsafe their **driving habits** are. The Safety Score makes it easy for managers to spot when a driver has improved, or needs to.



For Motive fleets, finding your organization's Safety Score is easy.

- 01 Log into the [Motive Fleet Dashboard](#)
- 02 Navigate to your Safety Hub.
- 03 The Safety Score is integrated throughout the safety dashboard experience. It's displayed prominently in the Overview, and integrated into the coaching workflow under "Coaching."



Empower your franchise with customized safety scoring

With today's **flexible coaching tools**, franchises can fully customize the weight of each driving behavior or turn behaviors off to better manage their safety program. Drivers, meanwhile, have full visibility into how they're scored, with detailed behavior breakdowns.

For Motive franchise customers, finding and interpreting your organization's Safety Score is easy. Use this metric to drive safe performance, reward responsible driving, and share knowledge about what the safest drivers do that can be emulated.

Motive's Safety Scores can be used to incentivize franchisees to work harder to meet corporate safety goals. Use these scores to identify where safety performance is heading and to reward drivers for safer habits.

Laying the foundation for safety

Every franchise has its own culture, and it drives safety performance more than anything. If franchise businesses aren't "walking the walk" on safety, nothing will damage brand reputation faster. Corporations can protect themselves by strengthening their safety culture, setting clear expectations, and running an effective safety program. The safer your performance, the more respected your brand can be.



Cultivating a safety-first culture



Objective

Establish an organizational culture where **safety is prioritized at every level.**



Actions

Define a clear purpose for the safety program, secure committed leadership, and ensure continuous improvement through data-driven insights.



Benefits

A strong safety culture can have a positive impact on employee retention, reducing turnover and increasing loyalty among workers. Franchises that value worker safety experience **higher levels of employee engagement**, fewer accidents and injuries, more uptime, and **better morale.**

Did you know? Companies with **low levels of worker enthusiasm** experienced a 64% increase in safety issues compared to those with highly engaged employees.

Source: [Gallup](#)



Implementing world-class hiring and training practices



Objective

Hire the best job candidates and train them as extensively as possible relative to your needs.



Actions

Develop stringent hiring criteria, perform thorough background checks, and provide ongoing **safety and technology training**. Invest in career development programs. Franchise employees value opportunities for advancement, and providing them will drive high retention for the business. To celebrate the safest drivers, consider launching a driver incentive program.



Benefits

World-class hiring and training serve as the backbone of franchise safety culture, leading to the best performance. When you create a positive environment that promotes safety, more workers will feel supported and want to stay.



Effective communication strategies



Objective

Maintain open lines of communication about safety policies, expectations, and achievements.



Actions

Use integrated platforms, AI automation, and driver coaching to reinforce franchisee safety messages, check in with operators, and share success stories.



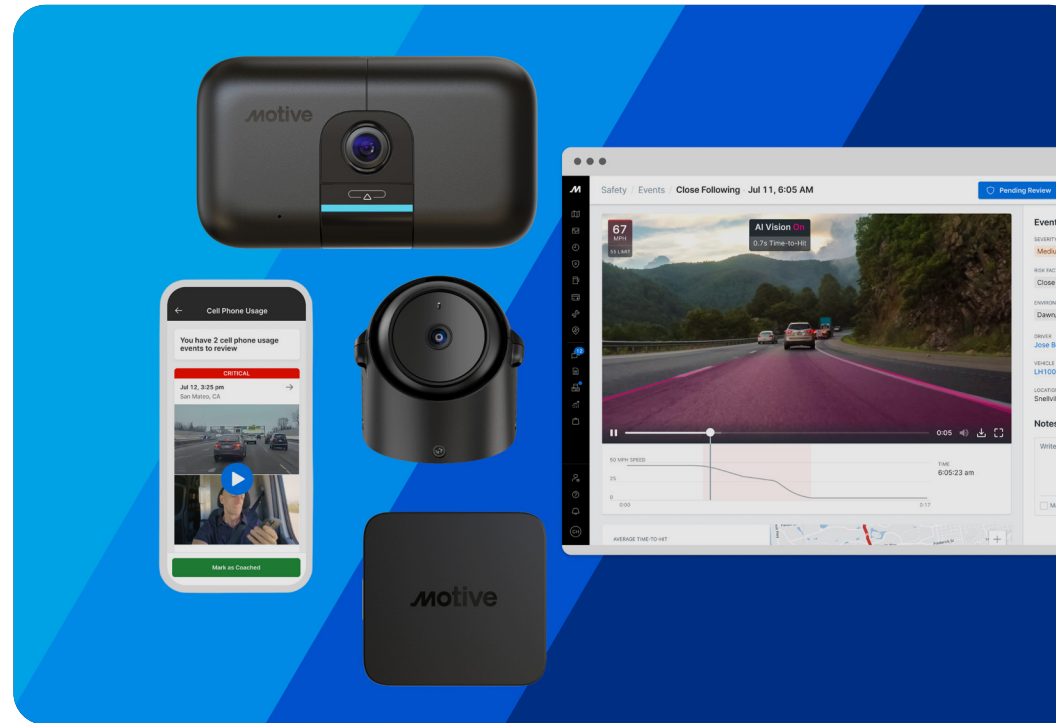
Benefits

In physical operations, heavy equipment, sensitive cargo, and fast-moving vehicles create imminent risk. Timely communication helps set expectations, prevent injury, and save lives.

Evaluating and selecting the right technology solutions

Artificial intelligence (AI) is crucial in fleet safety. Franchises that make AI a central component of their safety programs will set the industry standard. In today's environment, a safety program without AI is incomplete. Businesses must avoid second-rate safety technologies, as unreliable tools can increase risk rather than reduce it. Selecting the right technology is essential to protecting both the business and its drivers.

Pro tip: Investing in the right safety solution is critical to franchise success. AI-powered safety tools are *not* all the same. There are vast differences in AI quality and risk detection. **If there's one area where franchises should not compromise, it's in the quality of their AI.**



Objective

Invest in the most reliable **safety technologies**, especially AI-powered solutions that can take your safety program to the next level. Make sure they'll empower you toward your most important objectives.



Actions

Research, and most importantly, trial AI dash cams. Assess vendors based on support and services, **accuracy, and reliability.** And ensure that technology integration is seamless and effective.



Benefits

The more reliable your **AI detection**, the more effectively your safety technology will alert drivers to risk, prevent accidents, and save lives.

Utilizing diverse technologies across multiple operating companies adds to complexity when auditing and tracking performance at a corporate level.

Take this into account when selecting new technology. During the acquisition of other operating companies, it may be necessary to work through existing contracts before changing technology vendors.

Read: [The stress-free way to switch technology providers.](#)

With Motive, franchises get real-time visibility and control

With the fast pace of business, it's not easy for franchisors and franchisees to keep an eye on all operators at once. With **our integrated operations platform**, Motive is well-equipped to support franchise businesses at both the corporate and franchisee levels. Our extensive support applies to fleets of all sizes, from mom-and-pop operations to Fortune 500 businesses. Overall, we serve more than 100,000 businesses across industries, in junk removal, lawn care, pest control, restoration, and more.

Motive has advanced the use of AI to detect unsafe driving behaviors with incredible accuracy. Virginia Tech Transportation Institute (VTTI) put the Motive AI Dashcam through three weeks of tests on a closed track and found that Motive successfully alerted drivers to unsafe driving **3x-4x more than competitors**. *For franchises, more accurate AI means more accidents prevented, more lives saved — and less exposure to risk.*

Franchise businesses are using Motive's accurate AI detection to become safer and more efficient. With Motive's dual-facing AI Dashcams, 1-800-GOT-JUNK? has gained real-time insights into driver behavior, reducing accidents and insurance costs, and ultimately boosting profitability.

Franchises are using the Motive integrated platform to solve a wider range of problems, faster. Some have used **the AI Omnicam** to increase visibility. Others are adopting **Motive Card** to manage their fleet and spend in one place. As a result, they're able to instantly detect fraudulent transactions and unauthorized spend across the network.



The Motive platform isn't just driving safer performance for franchisees; it's paying off for franchisors. Coupled with the power of the Motive platform, greater visibility into franchisee operations helps reduce the safety and compliance risks that many corporations are looking to solve. More insight at the most pivotal times reduces accidents, generates revenue, and eliminates days lost to injury. All while improving brand reputation.

Choose a safety partner, not just a vendor.

- Selecting the right safety partner can be overwhelming. Go with a provider that will be your partner every step of the way.
- Where a vendor merely provides a product or service, a partner is invested in your people and their well-being, not just your business.

Ensure the provider understands your business and its needs.

- Every franchise is different. Has the technology provider taken the time to learn about your experience? Are they just selling dash cams, or have they developed a comprehensive plan to address your pain points?
- Read: [5 signs it's time to switch providers](#)

Understand if the provider will help install the hardware and train employees how to use it.

- Depending on the size of your business, schedule, and other factors, installation can be time-consuming and costly if you don't have help. Ease of installation is a major differentiator. Even an extra 10 minutes per install can add up, especially for larger fleets.
- Once the hardware is installed, employees will need training. Is that left to you without guidance, or will the vendor provide resources?

Find a provider with a team focused solely on supporting franchises.

- Make sure your provider has a dedicated onboarding consultant that knows your business and can answer all questions in getting you set up.
- Ensure you'll have a dedicated customer success manager (CSM) to help you maximize the value of your technology as you get up to speed.

Make sure your provider offers 24/7 support.

- Choosing an AI-powered safety solution is a big investment. To get your money's worth, 24/7 support is critical.
- Can you get ahold of someone quickly if there's a hardware or software problem? Do you know whom to call if you have a billing question? The best hardware is nothing without responsive support.
- To test this theory right now, simply call/contact each vendor's customer service and see who picks up to assist you. This is an easy test to conduct before making a decision.

Find out if a team of people reviews dash cam video.

- Capturing loads of video is a given when it comes to dash cams. While AI should analyze and surface any critical incidents captured, having a team of human reviewers is essential to training highly accurate and reliable machine learning models.
- Motive's 400+ person Safety Team, for example, watches your safety videos and identifies false positives, so you only view true safety events that deserve your attention.
- The Safety Team adds further context to each safety event, such as weather and road conditions, traffic activity, the presence of pedestrians, and the driver's level of awareness.



**At this point, our biggest tool to
increase profitability is Motive.”**

Patrick Murphy
General Manager
1-800-GOT-JUNK? Boston West Franchise



Launching a trial program and collecting success stories



Objective

Validate the effectiveness of safety technologies in controlled groups across multiple franchisees. After the trial, implement the technology more broadly among all your franchisees.



Actions

Define safety objectives, select pilot groups, and document the impact of technology on safety improvements.



Benefits

In any successful trial, safety technology will exonerate drivers of wrongful blame, reduce unsafe driving behaviors, and prevent accidents, especially if there's a video component like dash cams. If the trial doesn't improve unsafe driving, consider switching providers.



With Motive, we get alerted to collisions in real time. When a collision happens, we immediately get a text message and an email showing the location of the incident. It used to take us a while to put the pieces together and figure out what happened. Now we're able to put a response plan in place immediately whenever a collision alert comes through.”

Cristian Zuniga
Telematics Site Champion at Staker Parson
a CRH company

Driving adoption of safety technologies

Accurate AI is a game-changer for franchise fleet safety. Motive's [Physical Economy Outlook](#) found that 73% of leaders believe roads are safer with AI-enabled cameras/dash cams; 64% say AI is crucial for preventing accidents and coaching drivers; and 49% say AI increases safety for workers.

Once you've laid the foundation for your safety program and selected the right AI-powered safety solutions, it's imperative that employees integrate the technology into their daily routines. The more opportunities workers have to interact with the technology and see how it works, the more they'll [buy into the program](#).

Securing employee buy-in



Objective

Overcome resistance, ensuring that drivers and operations teams understand and accept safety technologies.



Actions

Ensure that all franchisees have agreed to use the safety technology in the same ways, and that the message communicated to franchisees is consistent across the board. Communicate the benefits of safety technology and explain why it's needed. Identify technology champions, and provide complete training for teams at every level.



Benefits

Safety tools like AI dash cams and 360° cameras don't just protect businesses; they save lives.



Physical Economy Outlook 2024

A Motive survey of 1,000 physical economy leaders explores last year's challenges and the opportunities that lie ahead.

Ensuring ongoing accountability and engagement

Accountability is the cornerstone of any world-class safety program. It instills a culture of responsibility, promotes safe performance, and builds trust. Accountability is either positive or punitive. Your program will be much more successful with a positive approach.

At the franchise level, accountability varies from one organization to the next. It depends on the organizational structure and the agreements established when the franchisee was acquired. However you approach it, your plan should be well executed and based on risk tolerance and consistent employment practices.



Utilizing data for accountability



Objective

Use safety metrics and data analytics to monitor performance and identify areas for improvement. While many think “discipline” when accountability is mentioned, it’s really about making sure someone does what is expected of them.



Actions

Implement **Safety Scores**, conduct regular **coaching sessions**, and tailor coaching methods to individual needs.



Benefits

Accountability and coaching are key to having a safety program that’s proactive instead of reactive, leading to fewer accidents, less liability, and lower costs.



Establishing supportive policies and incentive programs



Objective

Promote a positive approach to accountability and encourage **safe driving behaviors**.



Actions

Develop clear policies that support the use of technology. **Launch incentive programs** to reward safe driving, and continuously update and communicate these policies companywide.



Benefits

Employees are more motivated to perform safely when they're incentivized and recognized for a job well done. Gift cards, company swag, and even handwritten notes can go a long way in keeping the team engaged. Overall, incentives inspire safer performance, making it part of your brand.

Inspiring safe performance

Southwind, the owner of 1-800-GOT-JUNK?, You Move Me, and other franchise operations, ran a **“Summer of Safety”** competition to improve safety for every franchise location they own. The team with the fewest safety incidents per miles driven got a prize. Southwind achieved record numbers during that period when it came to miles per severe event.

“Across all 800 vehicles and roughly 50 locations, we saw a tremendous improvement in safety performance, with nearly all locations improving. Running a competition like this showed us the value of incentivizing our drivers, and it wouldn’t have been possible without our partnership with Motive.”

Dwayne Morrison
Senior Director of Safety and Compliance
Southwind



How Motive can help

The safest franchises use the best safety technology. Fortunately, Motive's AI is **known for its accuracy**, giving customers the most reliable accident prevention available. Since adopting Motive, customers have reported a 57% reduction in accidents within four months of deployment. In addition, 91% of surveyed customers reduced at-fault accidents with the help of Motive's powerful AI.

That's just the start of what Motive technology can do for franchise safety performance. Maximize your return-on-investment with Motive's suite of innovative and impactful tools, and take your safety program to the highest level.



8 ways Motive keeps your drivers and business safer

01

Motive AI prevents accidents better than the competition, successfully alerting to unsafe driving **3x-4x more** than they do. That's a huge difference in moments where every second counts.

02

Motive's **real-time alerts** prompt drivers to correct high-risk driving behaviors as they unfold, instantly reducing the likelihood of an accident.

03

When used together, the Motive **AI Dashcam** and **AI Omnicam** provide 360° visibility, eliminating blind spots and offering a complete view of safety performance.

04

Motive leads the industry in collision detection, **instantly detecting 99% of severe accidents** and delivering HD footage within seconds, so you can act fast to recover from problems.

05

The **Motive Safety Team**, a 400+ person extension of your team, reviews your videos and **eliminates false positives**, so your drivers are never penalized for mistakes they didn't make.

06

Motive is the only platform that lets safety managers **fully customize** their in-cab alerts, video uploads, and Safety Score to suit their specific program needs.

07

Through **robust coaching tools**, Motive makes it easy to coach drivers virtually through the Driver App or in person with Coaching Sessions.

08

An **Integrated Operations Platform** like Motive's delivers unmatched value, providing fleets with complete visibility and control, deeper insights, and enhanced safety.

Summary and next steps

Safety is more than a policy. It's a cornerstone for any franchise that wants to thrive. As a franchisor, it's your job to set up franchisees for success by establishing certified safety methods and recommending approved safety solutions.

With Motive, you can build a robust fleet safety program that protects your drivers and business. In just a few short months, customers using Motive's AI Dashcams and driver coaching have reported a remarkable **57% reduction in accidents**. It's led to a 30% reduction in accident-related costs and 21% lower insurance premiums. These aren't just numbers; they represent real savings that can be reinvested into growing your franchise. With Motive, safer driving means smarter business.

Ready to revolutionize safety and efficiency in your franchise? Discover how with Motive. **Contact us today** to start your journey toward unparalleled safety and savings.



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