

 EXECUTIVE WHITE PAPER

# Why Safety ROI Isn't a One-Year Metric



lytx<sup>®</sup>

## Executive Summary

Fleet safety programs are often evaluated by their return on investment after the first year. But this short-term lens can be critically misleading. While some video safety systems boast impressive results in year one, largely driven by the novelty of being monitored, many fail to deliver ongoing or meaningful performance improvements. Without systems in place to build and reinforce lasting driver behavior change, initial gains erode, and claims costs rise again.

This white paper outlines why sustainable safety ROI must be measured across multiple years, how short-term solutions often fall short, and what to look for in a video safety system that delivers long-term results.



# The False Promise of Year-One ROI

Some video safety vendors promise—and even deliver—quick wins in year one. That's not inherently a bad thing. When drivers know they're being monitored, risky behaviors like speeding or distracted driving often drop rapidly. But this "surveillance effect" is short-lived. In many cases, these improvements plateau or even backslide in the second or third year.

The reason? Behavioral change hasn't actually occurred. While drivers may temporarily improve, old habits will return if don't they understand and internalize safer driving habits.

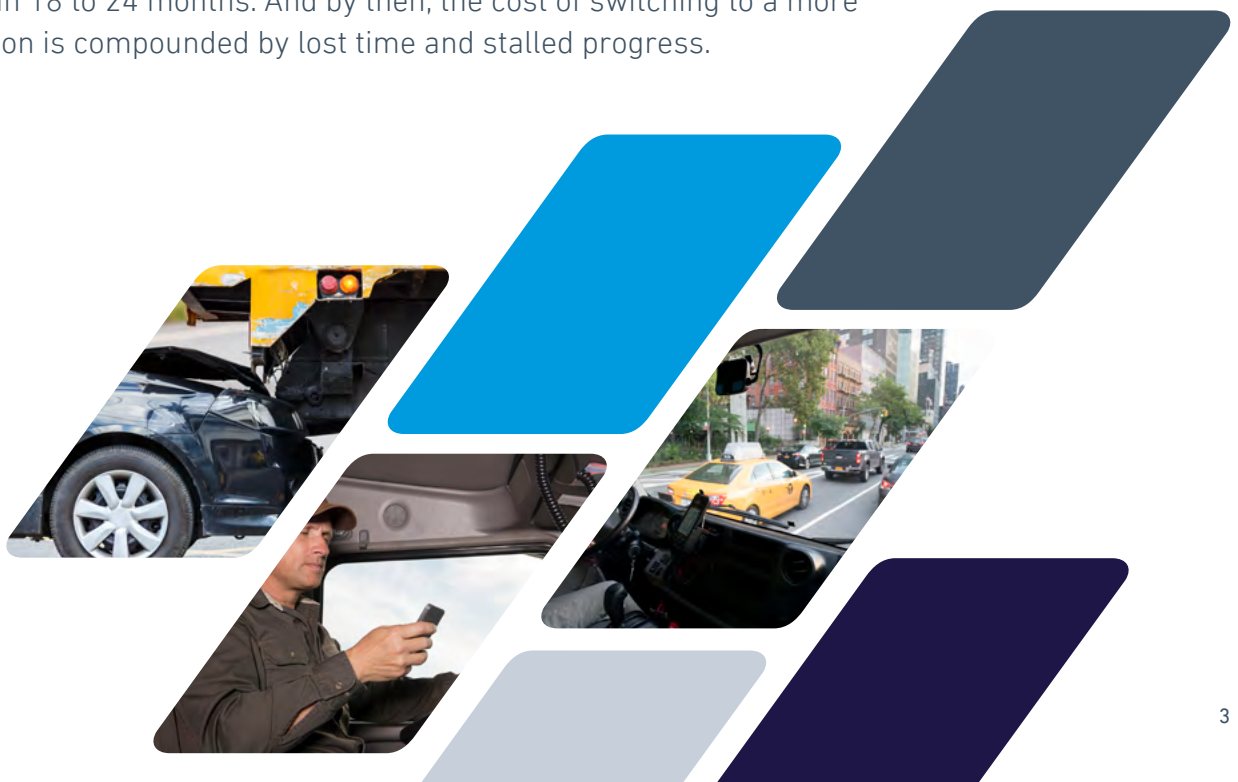
Some drivers even find ways to "game the system", essentially finding workarounds to achieve green scores without making any driving or behavior changes.

## THE COST OF UNSUSTAINED GAINS

When behaviors regress, the consequences are costly:

- **Driver behavior remains unchanged.**
- **Insurance premiums creep back up.**
- **Claims costs rise again.**
- **Collision frequency returns to baseline.**
- **Your team loses trust in the system.**

Fleets that chase short-term ROI may find themselves back where they started, or worse, within 18 to 24 months. And by then, the cost of switching to a more effective solution is compounded by lost time and stalled progress.



# Sustainable ROI Requires Sustained Change

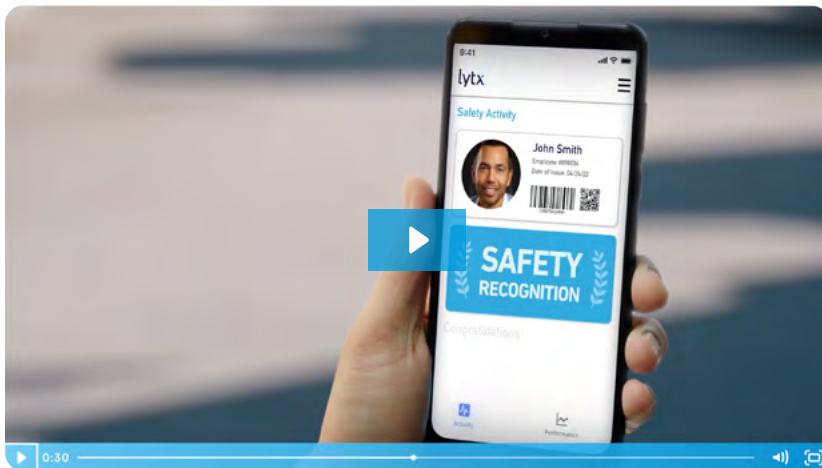
True safety ROI is not a one-year story. It's a compound investment, and if done right, the kind that pays off year after year, because it changes behavior at the root. Here's what separates fleets that sustain ROI from those that don't:

## 1. Blended Coaching Approach with In-Person, One-to-One, and Self Coaching

The best systems don't just record risky events. They support proactive coaching that helps drivers understand why behaviors matter. And according to [a recent UCSD study](#), it turns out that no single method reigns supreme. Each has clear strengths but also distinct weaknesses. Instead, the report emphasizes the need for a blended, scalable approach. The study demonstrates that the most effective driver safety solution is not one-size-fits-all. It's a smart integration: AI and alerts to detect and flag risk, augmented by timely, empathetic human coaching that fosters true behavior change. For fleets that demand measurable impact through safer travel, lowered risk, and protected drivers, it affirms what Lytx® does best: "Detect at scale. Humanize the fix."

## 2. Balancing Positive Recognition and Addressing Risky Behaviors

Green scores and gamification are a great short-term solve for getting drivers on board with your program. But without coaching and addressing risky behaviors, gains will likely be limited as your program matures. [Integrating positive driver recognition into professional coaching workflows](#) help fleets build a safety culture that stands the test of time. Lytx remains committed to identifying and addressing the risks that stand in the way of drivers getting home safely.



"Without having the Lytx platform, it would be really difficult for me to speak to these drivers and catch things in real time. They can see that we're actually here to help them. We're not just trying to pick on their driving. **We're here to help them get home safely.**"

**MELISSA NOE,**  
Safety Analyst, Dycom Industries



### 3. Adaptive Technology That Evolves With You

Sustainable ROI isn't about a set-it-and-forget-it deployment. It requires a platform that **continuously improves with your fleet**. Lytx is investing tens of millions of dollars in R&D and operating 10 times faster thanks to cloud migration and our new engineering center, resulting in a consistent cadence of releases that empower customers to do more, faster, and safer. From recently launched **Fatigue Detection** to upcoming Dynamic Risk features, there's always more to explore from Lytx.

### 4. Cultural Buy-In

Driver safety programs work best when they become part of the company culture. That requires transparency, clear communication, and systems that treat drivers fairly, not punitively. When drivers feel like partners in safety, change sticks. Check out these eight drivers and coaches as they share the importance of driver recognition at Lytx and explore why rewarding drivers is just as important as coaching.



"We engage with all the operators and we tell them how proud we are of them. **We're more proactive about it. It's shown to be fruitful for us.**"

**ALPHONSO BURNS**

Safety and Training Manager, Transdev

## WHAT TO LOOK FOR IN YOUR NEXT LONG-TERM VIDEO SAFETY SOLUTION

If you're with a provider that hasn't delivered beyond the first year, it may be time to ask tougher questions:

- Have our claims costs gone back up after our first year?
- Have we seen sustained driver behavior change?
- Are we surfacing and addressing risk? Or are we merely celebrating good driving?
- Have we seen video safety innovations that scale and change with our organization?

Answers to these questions help underscore vendors who offer a tool versus providers who deliver a strategy.

## LOOKING BEYOND YEAR ONE: WHY LYTX IS BUILT FOR ENDURING ROI

True safety ROI isn't measured in months. It's measured in momentum. While year-one gains may reflect initial compliance, only sustained behavior change delivers compounding returns. Lytx goes beyond surveillance to drive transformation. [Our platform](#) blends intelligent coaching with behavioral science, ensuring that safety improvements deepen over time.

We don't just reduce claims. We reshape culture. Our system identifies high-performing drivers, supports those who need guidance, and fosters a safety-first mindset across your organization.

Short-term ROI is easy to chase, and easy to lose. But long-term ROI? That's where Lytx leads. With proven results across multi-year deployments, we help fleets not only lower risk but elevate performance.

### LEARN MORE

Because at Lytx, safety isn't a checkbox. It's a competitive advantage.

[Get Your Demo Now](#)

