

# Cogosense: Solutions for Distracted Driving CNA Allied Vendor Program



We can show you more.®

RISK CONTROL



Distracted driving from the use of cell phones and tablets while driving poses significant risk to every business that has employees who drive for company business or who have company issued cell phone. According to the National Safety Council, 26 percent of all vehicle crashes involve mobile phone use – including hands-free.<sup>1</sup>

## Limit Driver Distractions

CNA offers policyholders access to Cogosense through the Allied Vendor Program. Cogosense is a pioneer and leader in creating solutions to address the problem of distracted driving due to mobile device use. The increasing prevalence and growing capabilities of smart phones and tablets have increased the frequency with which today's drivers are tempted to take their eyes and minds off of their driving.

The potential for distracted driving poses an significant challenge to any company's risk management program and poses one of the greatest risks of injury or death. Cogosense products are built on a robust platform with over 7 years of development and over 5 years' experience in-market.

Cogosense offers two technology solutions; bSafeMobile, the small business solution for distracted driving, and FleetSafer®, the enterprise solution for distracted driving. These innovative solutions help reduce the number of vehicle accidents by eliminating a leading cause of crashes; driver distraction from the use of smart phones while driving.

Cogosense offers its services to CNA policyholders at special rates.

### + Facts

**According to NETS, motor vehicle crashes at work cost employers an estimated<sup>2</sup>:**

- \$25 billion total
- \$65,000 per nonfatal injury
- \$671,000 per fatality

<sup>1</sup> [http://www.nsc.org/safety\\_road/Distracted\\_Driving/Pages/Hands-free-is-not-risk-free.aspx](http://www.nsc.org/safety_road/Distracted_Driving/Pages/Hands-free-is-not-risk-free.aspx)

<sup>2</sup> Cost of Motor Vehicle Crashes to Employers - 2015," NETS, <http://trafficsafety.org/wp-content/uploads/2016/03/NETS-CostOfCrashes-Report-2015.pdf>

## CNA's Preferred Pricing

CNA policyholders have preferred pricing that represents a 25% cost savings over the regular rate for Cogosense services.

## Why Use Cell Phone Blocking Technology?

As an employer, you are exposed to the consequences of employee mobile device use when they are driving on company time, in a company vehicle or using company issued phones. Making phone calls, texting, emailing and/or using any device application when vehicles are in motion significantly increases the likelihood of an at-fault vehicle crash. The resulting increase in the frequency and severity of distracted driving crashes places negligence and vicarious liability exposure on the employer.

Cell blocking technology is software for smartphones and tablets that detects the driving state and automatically puts the device in safe mode while driving. In safe mode, a curtain screen blocks access to the keyboard and screen and all notifications and alerts are suppressed – including incoming calls, texts and emails. Emergency calls (i.e. 911) are always allowed. When the vehicle is no longer in motion, all calls, messages and texts will be delivered.

## End Driver Distractions – Minimize Liability

Cogosense continues to innovate and develop the next generation of software and hardware products to manage the in-car experience.

## Products Offered through Cogosense:

**bSafeMobile** is the small business solution for smartphones and tablets that detects the driving state and automatically puts the device in safe mode while driving. In safe mode, a curtain screen blocks access to the keyboard and screen. All notifications and alerts are suppressed – including incoming calls, texts and emails. bSafeMobile works together with a Bluetooth connector in the vehicle to determine the driving state, protecting any device with the client and registering with the Bluetooth connector in the vehicle. Each unit is capable of monitoring up to five drivers.

bSafeMobile provides feedback on driving performance including driver score, drive times and events. Driver reports are available through the application when not driving or through a user portal.



**FleetSafer®** is an enterprise software solution for smartphones and tablets that detects driving state and automatically puts the device in "Safe Mode" while driving. In Safe Mode, a curtain screen blocks access to the keyboard and screen. All notifications and alerts are suppressed – including incoming calls, texts and emails. FleetSafer® is the industry's broadest solution for enterprise customers, with multiple trigger options and the most complete device coverage in industry, providing maximum flexibility depending upon the vehicle, mobile device and safe driving policy environment. FleetSafer® provides full enterprise grade reporting and administrative controls and is scalable to up to tens of thousands of drivers. All devices, regardless of trigger method or device type, can be centrally controlled and administered through the cloudbased service that provides a uniform interface for configuration, deployment, analytics, auditing and reporting.

### + School of Risk Control Excellence (SORCE®)

CNA offers educational courses to help our policyholders improve their fleet risk management, including:

- Driver Selection
- Distracted Driving
- Drug and Alcohol Testing
- Regulatory Requirements of Commercial Fleet Ownership

**Additional tools and resources from CNA are available to help reduce auto and fleet risks at [www.cna.com/driverperformance](http://www.cna.com/driverperformance).**

To learn more about the program, visit <http://cogosense.com> or contact Olen Vanderleeden at [Olen.vanderleeden@cogosense.com](mailto:Olen.vanderleeden@cogosense.com) or 604-649-7764. Please mention that you are a CNA policyholder to receive the special CNA rate.

