25 KELLY ANDERSON GROUP YEARS

BETWEEN THE LINES

Kelly Anderson Group's Monthly Newsletter

25TH ANNIVERSARY EDITION

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TRIVIA

When did AI first emerge and gain its name "artificial intelligence?"

COMPANY HIGHLIGHTS

A large part of modern trucking involves online training. Our Media team specializes in developing tailored e-learning solutions to meet your unique training needs. With our expertise in instructional design, multimedia development, and interactive learning strategies, we are committed to delivering engaging and effective e-learning modules that optimize knowledge retention and drive success.

If interested in this service or others we offer, visit our website at kellyandersongroup.com or reach out to Bill Rohr at billrohr@kellyandersongroup.com!

HOW AI IS CHANGING TRUCKING

Some people are hesitant when it comes to artificial intelligence (AI) while others welcome the advanced technology with open arms; either way, AI capabilities are no doubt growing fast, including within the trucking industry.

When people first think of AI in trucking, the first idea is autonomous - self-driving - trucks. However, AI can do much more than that. From saving fleets on gas to accident prevention, AI benefits transportation fleets and businesses.

According to CCJ, AI can more effectively plan routes that positively affect fuel, time and money. It can achieve such results in various ways such as assessing driver records to see which ones are best for which routes at what times. They can also research weather conditions for that day to alert fleets of potential risks or hindrances. However, AI does not only look into external elements but internal too.

AI technology installed in trucks can scan, detect and alert drivers if there are any damages or defects within the vehicle interfering with fuel efficiency or creating a safety risk. Fleet Equipment reported that this type of detection could improve fuel efficiency by two to five percent.

Certain systems can also search for the nearest service stations for a driver to stop at if needed, and even locate the most affordable gas stations. Preventative maintenance goes along with these types of detections.

Trucking companies, such as Volvo Trucks, are finding ways to take advantage of AI that utilizes existing technology and data to get a head start on technical vehicle issues.

"Now I no longer need to wait till [a truck] doesn't start, or I don't need to take [the battery] off the truck every six months," Braden Pastalaniec, vice president of sales, transportation and logistics at Uptake, adds. "[AI is] giving me real-time health updates on a daily basis, so I can make more informed decisions on how to maintain that particular component." These interfaces' abilities do not stop here though.

AI can also act as a critical defense for truck drivers, owners and businesses alike. They can detect if the driver is falling asleep, not wearing a seatbelt, the truck is outside the lines, a car behind is tailgating, and more. AI in this aspect is usually tied to a dashcam, such as the kind Lytx Inc. produces.

For the past 10 years, Lytx has led the charge of assessing and mitigating risk with AI and safety technology. Their biggest product is the Vehicle Event Data Recorder (VEDR).

" *We're bringing risk to the surface."*

Eric Dowling
Commercial Leader/Manager at Lytx Inc.

HOW AI IS CHANGING TRUCKING CONT.

With VEDR, Lytx's main goal is to detect behaviors that would lead to a collision and mitigate them with audio alerts, as Eric Dowling, a Commercial Leader/Manager at Lytx Inc., informed. The device can record events to protect and keep drivers accountable. VEDR achieves all of this by utilizing AI. Safety is achieved through AI.

This smart technology identifies risks in real time. With distractions such as cell phones and food, it can locate the current problem and alert the driver on the spot. These warnings improve both driver efficiency and safety.

Case studies conducted by Lytx have shown how businesses who use VEDR, see their drivers begin to learn from their mistakes and therefore, become better and more professional drivers. Other positive results of this device include a decrease in collisions, fewer claims, and a return on investment (ROI). These results can aid in protecting owner-operators and companies by acting as proof of a driver's behavior in an incident.

"*Everything in the trucking industry is connected in some fashion, with AI rapidly finding itself at the center of it all.*"

"The whole purpose of making [safety technology] is to reduce claims and increase time," added Dowling. If claims are curtailed, then that means safety is growing. From positive results, Lytx knows they are doing their job and completing their goal of delivering risk to the forefront.

Annet Bus Lines, a client and user of Lytx, saw a 61 percent decrease in traffic violations with their drivers while using the VEDR. In 2019, Sunshine Equipment Co. saw an estimated 5.5 million dollars in savings from exonerations since 2015.

Lytx's VEDR is evidence of how AI technology can help save transportation organizations from accidents to finances. However, AI products do not only function and assist on the road but behind the desk, as well.

AI is seen quite often in the offices of trucking companies. It can ensure safe and proper payments, scheduling and routing. AI computers can also organize packages for a warehouse and assign deliveries to drivers, providing increased efficiency, as well as time for employees to focus on deliveries.

Everything in the trucking industry is connected in some fashion, with AI rapidly finding itself at the center of it all. Despite some hesitation, AI has the potential to save lives on the road and save time and money for both small and large businesses.

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TEAM MEMBER SPOTLIGHT

Candace Woitowitz

Job Position:
Recruiting Account Manager

Length at the company:
4 Years

Where are you from:
I'm originally from Morrilton, AR but I've lived in Neosho my whole adult life.

Favorite part about working here:
"My favorite part of working here has honestly been my team and everyone that I work with. We really are like a little family."

TRIVIA ANSWER

In the 1950s, the term "artificial intelligence" first came about. Alan Turing, a British polymath, first dived into and published research in his "Computing Machinery and Intelligence" on how computers could "solve problems and make decisions," as Harvard University stated.

NATIONAL TRUCK DRIVER APPRECIATION WEEK
September 10th – 17th, 2023
@KELLYANDERSONGROUP

HAPPY LABOR DAY
September 4th

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