



Managing Compliance

Enforcing a cell phone policy

If a company assures employee “buy in” by clearly communicating the science and the risks of using a cell phone while driving, then it appears enforcement is not much of a challenge.

Employees, supervisors and even customers will hold each other accountable assuming all understand the significant risk of this activity.

NSC has discovered different methods are being employed by organizations with existing policies. A 2009 survey of NSC members found the following methods are being used to manage compliance:

- Honor system
- Reports by others (colleagues, passengers, etc.)
- Parking lot observations
- Drivers’ records/traffic citations
- In-vehicle monitoring with cameras and other technologies
- Technologies that prohibit cell phone use while driving

Managers should stress the importance of trip planning and avoid scheduling conference calls during travel times for sales staff. Managers also should help employees with time and journey management. Planning the workday ahead will help employees avoid the need for communications while driving.

When on the road, employees should have a voicemail greeting that informs callers that they are unavailable during specified travel times. If employees need to make or take an important call, they should plan ahead and schedule a break during the trip where they can pull over and park in a safe location.

It is important for all organizations with policies in place to enforce the policy. Year-round education and enforcement of the corporate cell phone policy is necessary.