

NEWS & INSIGHTS

AI Supervision: Write Your Own Narrative

BY: [DOUGLAS B. MARCELLO](#) | [INSIGHTS](#) | [ARTICLE](#)

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AI supervision based on machine learning creates objective, data-driven defenses that rebut the subjective opinions of plaintiff experts.

Your truck is no longer just a mechanical device. It is an electronic device spewing data: the engine control module (ECM), telematics, cameras, positional history, hours of service, and more.

The question is simple: Who writes the narrative from that data?

Why It Matters

Plaintiff attorneys consistently attack three areas: hiring, training, and supervision. Their weapon: “experts” who claim “years in the industry” and opine on a “standard of care” conveniently connected to case facts.

Manual monitoring is humanly impossible. You cannot review every data point, every alert, every mile. And when you try, your analysis is subjective rather than data-driven.

Machine learning AI fills that gap, alerting you to current challenges while creating objective evidence that you met the standard of care.

The Details

From my interview with Hayden Cardiff, founder and chief innovation officer at Idelic, a fleet management solutions company:

“Machine learning or predictive analytics is looking at a massive pool of data. It uses historical data of what has happened to predict known outcomes correlated to those different pieces in the future.”

The scale: 40 billion miles of driver data and over 500,000 individual crashes. That is the historical pool that machine learning draws from to identify which drivers need intervention before accidents happen.

The integration imperative: You must tie together your electronic logging device (ELD), camera, Federal Motor Carrier Safety Administration portal, accidents, claims, and driver demographics. Without integration, you are swivel-chairing between systems while plaintiff attorneys build their narrative.

The enforcement layer: Machine learning flags policy compliance in real-time. Failure to enforce policies is a key detonator of nuclear verdicts. “It must be the standard of care because you adopted it as your policy.”

The Discovery Fallacy

Many companies live in fear of curating and analyzing data: “The billboard attorneys will get it in discovery and use it against us.”

Spoiler alert: The data is already there.

As Cardiff points out: *“It’s not like the machine learning or the predictive analytics is now creating new underlying data. It’s taking the data that’s already existing. Quite frankly, that the plaintiff’s attorneys are already getting and using against us.”*

Either you maximize the analysis of your data, or plaintiff attorneys use it to write your narrative. **It will not be pretty.**

The Bottom Line

Maximize safety and reduce risk with AI supervision powered by machine learning with historic data from your company and the industry. Prepare to rebut the subjective opinions of plaintiff experts with objective, AI-driven data.

Go deeper: Watch the full interview with Hayden Cardiff on predictive analytics in trucking safety on the [TransportCenter YouTube page](#) and the [podcast here](#). If you have any questions about AI supervision and how it can help your company, please [contact me](#) at any time.

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