

## Ambitious Illinois trucking company increases safety to reduce insurance premiums by 30%

What do you do when you know your fleet could benefit from telematics technology but you don't know where to start?

That's the conundrum the President and Co-owner of a thriving logistics business faced at the beginning of their telematics journey.

Based in the mid-west, this U.S. trucking company provides crushed limestone, gravel, sand and other specialized hauling. It has a relatively small fleet, with 35 dump trucks in total.

### Results at a glance

- Reduced insurance premiums by **\$45,000** down **30%** overall
- Fleet-wide adoption of Geotab GO devices and Surfsight cameras
- Cleared of liability following collision using undeniable video evidence
- Overall increased fleet visibility



## Fleet profile

### Industry:

Haulage – crushed stone, rock, sand, gravel

### Fleet region:

Illinois

### Types of vehicles:

Dump trucks

### Fleet size:

35

### Geotab products / features:

- GO9 devices
- Accident reconstruction
- MyGeotab
- Surfsight Cameras



## The challenge:

### Lack of integrated fleet data

The company's lack of technology was creating widespread challenges in high-impact areas.

"Not having visibility into the location of the equipment made it difficult and cumbersome for our dispatcher to efficiently dispatch trucks throughout the day."

The only way a dispatcher knew a driver was finished with their current task and could take on a new one was entirely dependent on that driver radioing in to give them the update.

But there were also concerns about the safety of the company's drivers on the road. Without cameras, there was no way to prove the drivers were avoiding risky driving behaviors and prioritizing safety on the road. This made it hard to manage rising insurance premiums, identify drivers who needed additional training and prove no-fault when it came to collisions.

Understandably, the fleet's drivers were also uneasy about the addition of cameras, fearing that the devices would invade their privacy.

As a small, somewhat tech-averse, business it wanted a high level of support. That meant finding a reliable external team to coach it through implementation, take on troubleshooting when it needed help, research additional products and be a solid resource for all things telematics.

## The solution:

### Simplifying fleet management with solution integration and mobile apps.

The hunt for a solution led the company to an authorized Geotab reseller – who were quick to dispel initial fears.

“Our reseller walked us through the offerings to address what we were looking for immediately and provided us with solutions for other issues we were looking to address. They allowed us to trial devices before fully committing the entire fleet as well.”

The company decided to install Geotab GO devices across its fleet of dump trucks and eventually decided to invest in dash cams supplied by Surfsight, a Geotab Marketplace Partner.

In addition, the company uses MyGeotab software to track and dispatch its vehicles – something it found was intuitive right from day one.

“Our dispatcher is self-proclaimed ‘terrible with computers’ and he only needed a brief demo of the website. He’s setting up geofences and alerts without any issue!”

And since that promising start, the authorized reseller has continued to impress the team: “They sold us on [...] their knowledge of the product and quick responses – and they have delivered!”.

This has been most notable with the support the company’s teams received around reporting and research of any add-ons or technology they might need. But also in regular follow ups and quick responses when they have any device issues.

“I can’t say enough great things about our experience with our Geotab reseller. They have been an amazing partner for us and have helped us navigate all of the technology options available to us through Geotab. As a small business, the research and experience that they have has saved me countless hours and allows me to make informed and quick decisions. I truly value and trust their expertise in this space.”

– President & Co-owner

## The results:

### A \$45,000 yearly savings on insurance premiums – and more

The good news? The company has had no shortage of results since its Geotab implementation.

After installing just the Geotab GO devices for the first year, it not only had more visibility on where its drivers were through GPS capabilities, it also saved \$27,000 on its insurance premium increase.

This increased visibility into its on-road operations was enough to convince the insurance provider that the company was actively tracking the safe driving habits and behaviors of its drivers.

Following the success of the first year, the company decided to use Surfsight, a Geotab Marketplace Partner, to add another layer of security by investing in dash cams.

Although its drivers were reluctant at first, the dash cams have been a welcome addition to its fleet. The company has saved even more on its insurance in year two, bringing the total to a whopping \$45,000. This adds up to a 30% decrease from its initial insurance premium increase.

Crucially, its drivers have noted they actually feel more confident now they have cameras. The cameras reassure them that they aren’t going to be falsely accused of any reckless behavior on the road and are confident that the team will defend them with video proof should any claim come through.

The team has also been able to gamify its fleet safety initiative using Geotab’s Driver Safety Scorecard feature.

By tracking and reporting on the safety habits of its drivers, the company is able to offer counsel to drivers who are consistently lower on the list while giving shout outs and offering additional advantages to the drivers who are routinely top performers.

## Surfsight cameras in action

It didn't take long before an on-road incident showed the company just how valuable its camera investment was. In this particular incident, one of the company's drivers swerved to avoid hitting a pickup truck that entered their lane, rolling the dump truck as a result.

No one was hurt and the team were able to offer immediate assistance to the authorities using a combination of telematics and captured video. This allowed the authorities to get a clear picture of the incident, and meant the company and its driver could be cleared of any wrongdoing.

In fact, the dash cam footage, as well as a collision reconstruction report, were able to indicate where each vehicle was at the time of the incident. This report was able to be emailed to the police officer at the scene as well as the company's insurance company within two hours of the incident.

"After the officer saw the video, he commented that our driver saved this kid's life."

The Surfsight camera played a pivotal role in clearing up the incident, helping the company avoid further liability. The company was also able to use the scorecard system to validate the driver's safe driving record to further substantiate that they did the right thing.

"This particular driver is regularly the number one safest driver and regularly scores over 99% on the scorecard, [...] we knew before even seeing the video that this accident had to have been unavoidable."

## The next steps:

### More cameras, more safety initiatives, more savings

So what's next for the company's relationship with Geotab and Surfsight? Given the drivers' quick adoption of cameras and the almost instantaneous success, the company's next step will be to add driver-facing cameras.

"We've seen the benefit of cameras already. Now we want to explore the different ways they could offer more support to the fleet."

Additionally, it wants to continue to seek out opportunities for increased safety through Geotab's Safety Center and gain even more visibility through Geotab's Active Insights.



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