



## Case Study



*"We feel that the DriveCam Program is very, very beneficial, and very useful. It's been a very good tool for Salmon Companies."*

JOSEPH A. NEWSOM  
Corporate Risk Director  
Salmon Companies

### COMPANY PROFILE

- Established in 1946
- Approximately 1,800 tractor trailers and 225 bob trucks
- Trucks cover about 14 million miles per month

Thanks to the DriveCam® Program, Salmon Companies reduces risky driving behavior and event frequency, and exonerates drivers from wrongful claims.

### Salmon Companies Steps Up its Safety with the DriveCam Program

- The DriveCam powered by Lytx™ Program helps Salmon Companies reduce risky driving behavior by 44%
- The DriveCam Solution helps to exonerate drivers as the "unbiased witness that always tells the truth"
- Salmon Companies sees a 22% decrease in the frequency of events in just 90 days

Established in 1946, Salmon Companies is the largest ground transportation supplier to the United States Postal Service, delivering mail to bulk mail centers and large post offices across 26 states. The company operates approximately 1,800 tractor trailers and 225 bob trucks that cover about 14 million miles per month. Although transporting the mail has become more sophisticated over time, to this day the company still holds true to its original mission: "safely on time, every time."

As Salmon Companies continually partners with the USPS to safely and efficiently transport the nation's mail, traffic accidents are naturally a major concern in terms of both reduction and prevention. According to Joseph A. Newsom, Corporate Risk Director for Salmon Companies, "We wanted to not only reduce accidents, but to identify why they were happening." This is because one of Salmon Companies' three core objectives, in addition to providing exceptional customer service and a safe and rewarding work environment, is to be professional ambassadors of the road as recognized by those who share the road with them.



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## The DriveCam Solution Decision

“We were looking for some type of technology that would help us in reducing accidents,” Newsom recalled. “We tested the DriveCam Program and another program side



by side. We decided to go with the DriveCam Program based on the customer service and the fact we thought they have a more superior product.”

When Salmon Companies’ management first implemented the video-based DriveCam Program, they faced a lot of resistance from the drivers. However, after they started to educate the drivers and put to rest some of their concerns and misconceptions—and especially after the DriveCam Program helped to exonerate drivers from wrongful claims—drivers became more and more receptive to it. “The DriveCam Program shows our drivers’ conduct and behavior, and we can reward that,” Newsom said. “I think that’s very positive for the drivers.”

## An Unbiased Witness That Always Tells the Truth

In an early case of exoneration, a Salmon Companies’ driver was traveling on an interstate highway, well within side and actually did a barrel roll over the top of the truck.

“There was an independent witness who gave a written statement to the state trooper that our driver changed lanes and hit the other vehicle,” Newsom explained.

Fortunately, with DriveCam footage of the event as proof of what truly occurred, the state trooper realized that the witness was wrong and cited the driver of the other car for

improper lane change. “We were able to settle that that day,” said Newsom. “I look at it this way—DriveCam video is the unbiased witness to an accident that always tells the truth.”

## Easy-to-Use Reporting and Other Benefits

Part of what Salmon Companies loves most about working with the DriveCam Program is its easy reporting, generated by the extremely user-friendly DriveCam Online® feature. “You do not have to be a computer genius or a computer programmer to navigate the DriveCam Online® Portal,” Newsom said. “The reports will tell us if we are having a positive influence on reducing accidents, and you can see right away if you’ve got an area that’s not giving you the results that you want.”

The company is also using the DriveCam Program to help with fuel tax. “We’re able to take the information from the fleet tracking component to satisfy the state requirements for paying fuel taxes,” said Newsom. In addition, Salmon Companies considers the DriveCam Program to be ahead of the competition when it comes to providing real-time video of an event. “When there is an accident, you don’t have that lag time there where you try to figure out what happened,” Newsom said.

## “The DriveCam Solution is Working”

Since implementing the DriveCam Program, Salmon Companies has reduced risky driving behavior by 44%. It also saw its frequency of events decrease by 22% in just 90 days. “That shows me and the rest of the senior management team here at Salmon Companies that the DriveCam Solution is working,” said Newsom. In fact, when Salmon Companies acquired another mail contracting company and basically doubled in size, one of the very first things it did was to install DriveCam video event recorders in all of the acquired units.



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At Lytix (formerly DriveCam, Inc.), we harness the power of data to change human behavior and help good companies become even better. Our flagship product, DriveCam powered by Lytix™, sets the standard for driver safety in the industries we serve, and our RAIR® Compliance Services helps DOT-regulated fleets comply with safety regulations, complementing the DriveCam program. We protect more than 950 commercial and government fleet clients worldwide who drive billions of miles. Our clients realize tremendous ROI by lowering operating and insurance costs, while achieving greater efficiency and compliance. Most of all, we strive to help save lives – on our roads and in our communities, every day. Lytix is privately held and headquartered in San Diego. For more information, visit [www.lytix.com](http://www.lytix.com)