



Case Study



"I haven't seen anything better than the DriveCam Program."

MIKE SMITH
Vice President and
General Manager
Smith Trucking, Inc

COMPANY PROFILE

- Founded in 1946
- Family owned and operated company
- Operates in 48 states

With the DriveCam® Program, Smith Trucking, Inc. knows exactly what happens in an incident, saving the company time and collision-related costs while making drivers safer and more accountable.

The DriveCam Program Reduces Incident Costs While Raising Driver Accountability

- DriveCam footage reveals true liability in an incident with a major retailer, enabling Smith Trucking to recoup \$10,000 in damages
- The DriveCam powered by Lytx™ Program helps drivers become safer and more responsible

Driver safety and accountability are top concerns for Smith Trucking, Inc., a long-haul, refrigerated truckload carrier based in Southwest Minnesota. Founded in 1946, the company evolved into an over-the-road (OTR) trucking business in the 1970s that today provides time-sensitive and temperature controlled services to over 250 customers throughout the 48 continental United States. Its current fleet of approximately 100 class 8 tractors with 53-foot trailers transports fresh meat, manufactured goods, temperature controlled-vaccines, produce and more across various distances.

The Decision to Implement the DriveCam Solution

Smith Trucking's Vice President and General Manager, Mike Smith, made the decision to implement the DriveCam Program immediately following an annual American Trucking Associations (ATA) convention. Throughout the convention, conversation had been rife with information about liability, insurance and different types of safety solutions— including the DriveCam Solution, which continually received the highest praise.

While typical safety issues such as driver fatigue, night driving, cell phone use and more are an ongoing concern for any OTR trucking company, according to Smith, there wasn't a specific safety issue that drove the decision to implement the DriveCam



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Program. Rather, “a potential accident was the impetus for the decision,” he said—not just in terms of preventing an incident, but in the need to know exactly what happened when, not if, an incident would occur. “It costs us money not to know what happened—particularly in the case of a long legal battle,” he said.



Smith recalled a big claim that involved one of their drivers and a teenaged driver who was at fault, but since there was no documented evidence at the time to prove it, Smith lost. “If we’d had the DriveCam Program at the time, it would not have been an issue,” Smith said.

Implementing the DriveCam Solution

Smith said that when they first implemented DriveCam video event recorders on their new trucks, drivers were concerned about being monitored. “Drivers have a mentality of freedom, so we had to properly educate them on the exception-based nature of the technology. It’s not surveillance—it only saves the 12-seconds of risky driving necessary to teach drivers how to be safer,” Smith said.

However, it didn’t take long for Smith’s drivers to recognize the immense value of having a DriveCam video event recorder in their cab. “Any driver who has had an

incident loves the DriveCam Solution now,” Smith said. “They tell each other, ‘You’ll appreciate it if something happens.’”

Benefits of the DriveCam Solution

Fortunately, Smith had DriveCam video event recorders installed when a large retail chain’s trailer backed into their vehicle and caused \$10,000 worth of damage. “They denied the claim initially, even though they knew we had DriveCam footage that proved liability,” Smith said. “But they paid out when we said we were taking the video to court.”

In another incident, a full-size construction pay loader collided with a Smith Trucking vehicle, destroying Smith’s truck. “Although fault was undetermined, we were able to close the case quickly because of the DriveCam footage,” Smith said, adding that the incident also taught everyone about the importance of seatbelts.

Conclusion

Smith is extremely satisfied with his decision to implement the DriveCam Solution at Smith Trucking, Inc. He appreciates the enormous benefit of having documented evidence at his disposal when an incident occurs, for purposes of resolving claims quickly and saving costs. He also rests easier knowing that his drivers are becoming safer and more responsible as time goes on. “Drivers have a sense of accountability that they don’t have without DriveCam video event recorders installed,” Smith said. “It makes them think twice about what they’re doing.”

In terms of other video safety solutions available, Smith said, “I haven’t seen anything better than the DriveCam Program.”



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At Lytx (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 Lytx™, 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. Lytx is privately held and headquartered in San Diego. For more information, visit www.lytx.com