

INDUSTRY

HEAVY HAULING

FLEET SIZE

140

CASE STUDY

When it comes to safety, status quo is not an option

Why Leavitt's Freight Service was ready for a video-based safety program

Part of Central Oregon Truck Company, a Daseke, Inc. operating company, Leavitt's flatbed trailers transport utility poles and other long loads.

Founded in 1958, the company serves customers across the continental U.S. and most Canadian provinces. The decision to adopt video-based safety was driven by Leavitt's philosophy that driver safety is paramount.

10%

Decrease in preventable crash rate per million miles

122%

Reduction in insurance loss ratios during first year compared to previous 4-year experience

88%

Improvement in SmartDrive safety score

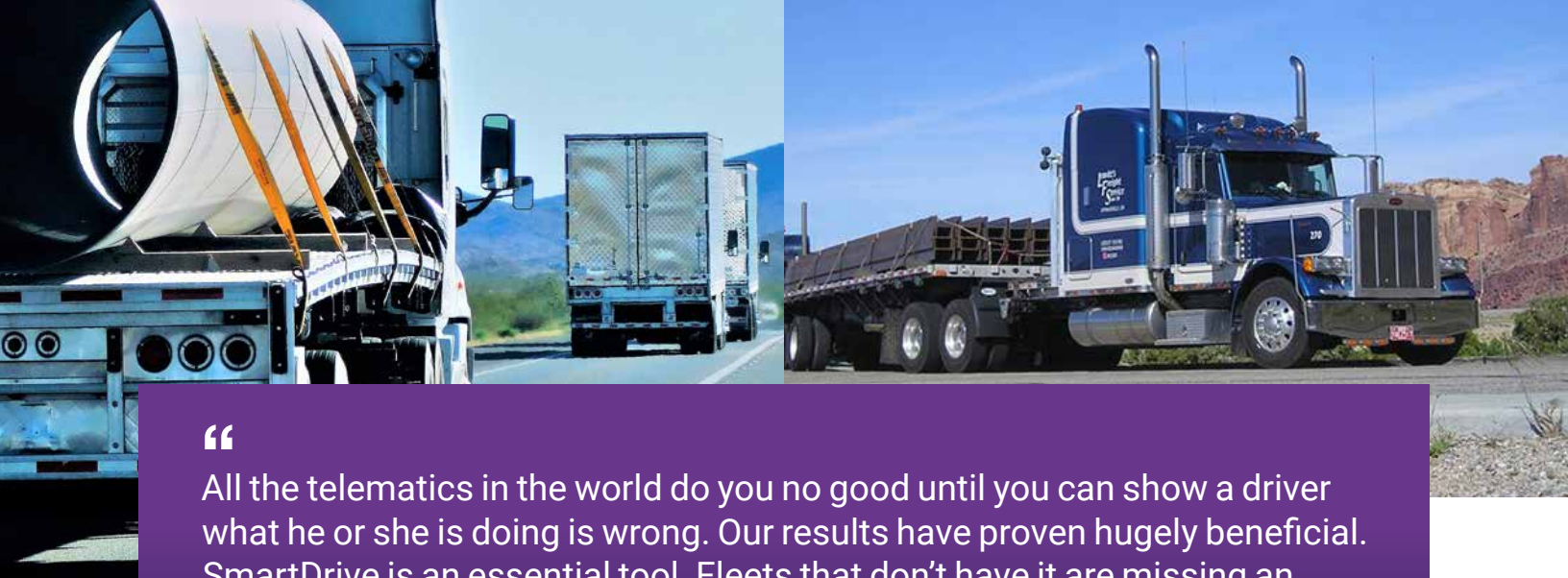
11

Driver exonerations

“

SmartDrive has further ingrained safety into our company culture and the results have validated it. Prior to SmartDrive, we were paying out on claims where we knew we should have been exonerated. During the last 12 months, our loss ratio has been roughly 11%, as compared to 55% over the prior four years—this is phenomenal.”

– Billy Dover,
Senior Risk Manager,
Leavitt's Freight Service



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All the telematics in the world do you no good until you can show a driver what he or she is doing is wrong. Our results have proven hugely beneficial. SmartDrive is an essential tool. Fleets that don't have it are missing an opportunity to protect their drivers and the motoring public.”

– Billy Dover, Senior Risk Manager, Leavitt's Freight Service

Why the SmartDrive® Program is the Smart Choice for Leavitt's Freight Service

Leavitt's selection process included a pilot phase in which the SmartDrive program was evaluated head-to-head with another provider's offering.

Company leadership ultimately valued the SmartDrive team's superior technology platform, attention to detail and award-winning customer support that went beyond the initial pilot and into installation and deployment.

“We quickly came to appreciate SmartDrive 360 with Extended Recording as it captured incidents other providers did not. As a result, we've already seen a decrease in our preventable crash frequency per million miles. The SmartDrive platform has proven

invaluable to pinpointing driving behavior deficiencies, which allows us to constructively coach our drivers and support ongoing safety improvement. We coach 100% of coachable events daily, and the SmartDrive coaching workflow makes it easy, even when drivers are on the road.”

The Leavitt's team also cited the value of the SmartDrive managed service as an important factor in its decision. The managed service alleviates the heavy lifting for the fleet, ensuring safety managers are focusing on the highest-priority events and serving up tangible evidence to coach drivers and help them improve.

(888) 401-0423 omnitracs.com

 **SCLERA**
Fleet Solutions

SmartDrive
by Omnitracs

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