

CUSTOMER STORY | SERVICES

DS Services Mitigates Risk with SambaSafety

Georgia-based company finds what works best to lower risk, stay compliant and keep those on and off the road safe

Introduction

Leading beverage distribution brand DS Services employs over 3,500 drivers nationwide. One of their largest challenges? Tracking their drivers and ensuring they're well-equipped to be behind the wheel. "Reviewing motor vehicle records (MVRs) can take weeks, as every state reports violation information differently," says one Department of Transportation Compliance Administrator, DS Services. "I was spending 12 to 15 hours a week on paperwork alone. It was time to simplify the process."

DS Services originally came to SambaSafety looking to reduce administrative burden while increasing efficiency with their 3,500+ drivers. However, by incorporating continuous monitoring into their safety program, DS Services found the opportunity to impact their business function in other positive ways.

Elevate Your Safety Culture

CONTACT US TODAY: sambasafety.com

The Challenge

The DS Services team already had smart safety policies in place but was looking for continuous improvement. Although a large undertaking, continuous improvement requires effort from compliance, safety, risk and human resources. For DS Services, continuous improvement could be the implementation of driver education programs or company-specific trainings, the introduction of telematics, automating braking on vehicles, strict enforcement of a comprehensive safety program and/or constant retooling of the motor vehicle safety policy.

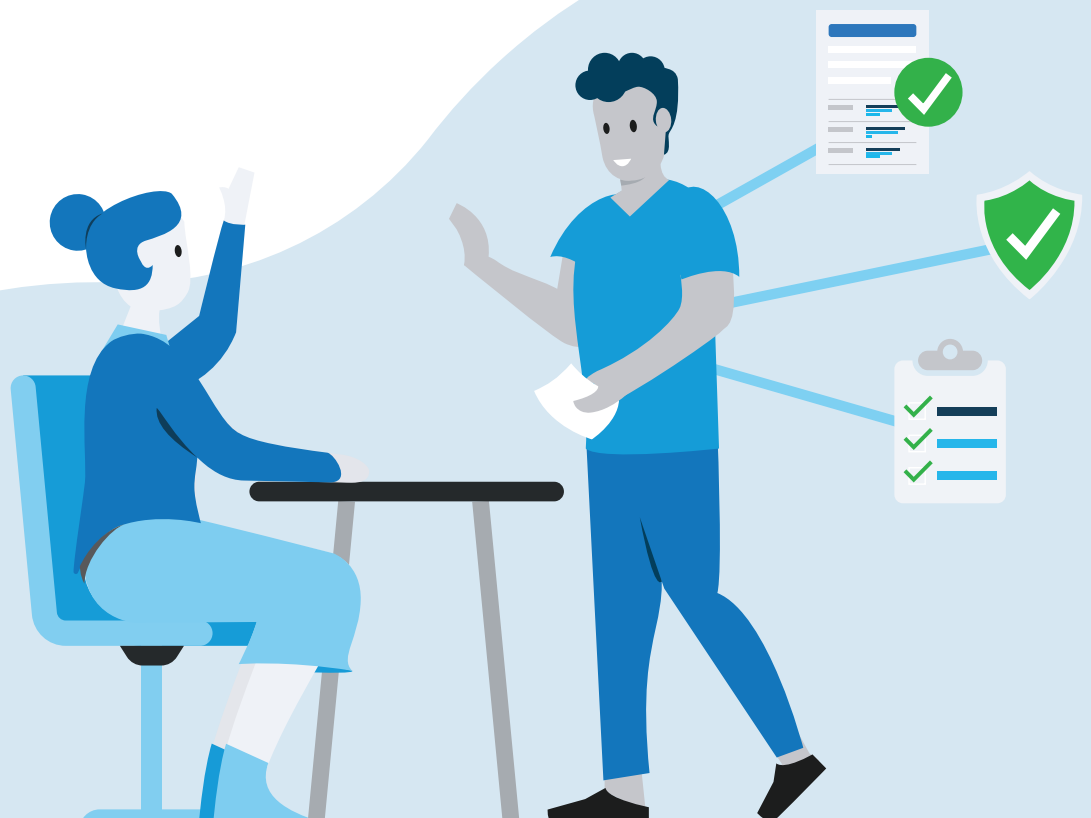
“We don’t use technology for disciplinary reasons,” admits one employee of DS Services. “Our goal is to identify unsafe behavior and coach drivers to change using the tools we have in hand. Our drivers realize that, and many will attest to how valuable it is and how it’s helped them.”

Implementing SambaSafety’s Driver Risk and Activity Monitoring was the next step in elevating DS Services’ safety policy.

Similar to most organizations, DS Services recognizes that its employees are valuable assets. Management subsequently wants to ensure they strike the right balance between hiring those with similar values and putting both

the safety policy and customers first. What helps strike that balance? Continuous monitoring from SambaSafety.

It’s human nature to wait until the last minute to change behavior and for many people, they won’t change until consequences are dire. DS Services found this to be true for their drivers. “It really gets our drivers’ attention when we tell them they have one final chance to turn things around,” explains a DS Services employee. “There is no joy in disqualifying people. But through our early intervention process which involves training and coaching, we have seen more success than failure. Keeping more people on board benefits us all”



The Benefits

With the implementation of SambaSafety's Driver Risk and Activity Monitoring, DS Services found itself benefiting almost immediately. Some of the larger areas in which a return on investment were seen heavily in included:

- **RISK:** With valuable quick information comes the ability to stay informed and make smarter decisions. SambaSafety was able to give DS Services the line-of-sight to intervene proactively, catching and correcting behavior before an incident or violation occurred.
- **SAFETY:** It's not atypical to find that, even with a self-reporting policy put in place as an attempt to safeguard your employees, company and community, some employees will not self-report. With SambaSafety, DS Services was able to gain near real-time insight, bolstering their ability to take action in the most appropriate manner.
- **HUMAN RESOURCES:** SambaSafety runs off of data and chooses to inform its customers with the most relevant information. With timely information provided at a moment's notice, DS Services was empowered to make quicker, more accurate decisions surrounding the hiring, firing and re-training process. Additionally, DS Services was able to distinguish which employees were considered worthwhile and valuable to retain.
- **COMPLIANCE:** Included in these benefits is not just the administrative burden decrease, but also the ability for DS Services to work in a much more cross-functional manner. Gone are the days of the disjointed information silos within the organization.

Something many companies may not consider is the boost in morale that comes with the ability to make more informed decisions with the right data. "Branch managers want to know about issues sooner rather than later because it affects them directly," a DS Services employee adds. "They appreciate the fact that they can get things taken care of, so everyone has a smooth day – drivers get on the road, customers are served and we make money. Now that's good for everyone."



The Results

SambaSafety increased efficiency for DS Services, enhancing time savings by 79 percent through freeing employees of manually sorting through stacks of motor vehicle records. “Now, I spend about three hours a week checking the information, and if there’s an issue, all I have to do is download the information in minutes and send it to the front-line managers,” says one Department of Transportation Compliance Administrator. “It’s been a real stress reliever.”

Additionally, following the introduction and subsequent implementation of SambaSafety’s Driver Risk and Activity Monitoring, DS Services saw an interesting trend present itself with driver medical certifications: DS Services continued receiving notifications indicating that some of their drivers had expired medical certifications, but the company soon learned that it was not the drivers failing to self-certify.

Instead, DS Services learned that because state administrators failed to update system-based renewals, drivers were noted as having expired medical certifications. Having this visibility allowed drivers to correct this error with the state before getting back on the road and being penalized for a violation not considered their fault. In the end, it’s a win-win: drivers continue to be paid and DS Services can continue making money through the validity of their driver certifications.

“More than ever before, we’re identifying drivers that have issues with their license and taking action before they get on the road,” explained one Vice President, Risk and Safety. “We know that these issues would have been discovered months later with our old system, but now we can take care of these issues much sooner.”

The proactive strategy taken by DS Services has increased the success rate of interventions with drivers by 73 percent. Pulling a driver before reaching that final threshold has increased retention of employees, thanks to an approach of mitigation instead of termination.

DS Services has had SambaSafety’s monitoring solutions in place for a number of years now and the return on investment is substantial. In addition to saving the company hundreds of administrative hours a year, DS Services also gained the actionable insight to identify issues far before becoming a detrimental problem.



TIME SAVINGS, from
12-15 hours a week to 3



INCREASED SUCCESS
rate of **DRIVER**
INTERVENTIONS



Elevate Your Safety Culture

CONTACT US TODAY: sambasafety.com

