sambasafety

Case Study:

SambaSafety x Keany Produce & Gourmet

The Mid-Atlantic Region's Longest-Standing Produce Distributor Uncovers the Secret to Reducing Violations, DOT Scores and Insurance Premiums

keany
PRODUCE & GOURMET

Keany Produce & Gourmet has over four decades of experience in the food transportation business, serving a diverse customer base ranging from high-end restaurants to quick-serve chains, hotels, country clubs, school systems, specialty gourmet stores and major supermarket groups. With two world-class facilities and a fleet of nearly 200 state-of-the-art refrigerated trucks transporting fresh produce across the Mid-Atlantic region, Keany's goal is to lead the industry in safety and compliance. It requires a highly efficient fleet of professional drivers to consistently deliver "the Keany way".

The Challenge

Manual Screening Process

Keany Produce & Gourmet had a driver fleet that was growing quickly, and the hiring process soon became too inefficient to manage at that scale. Drivers were hired through a cumbersome process that required time-consuming back-and-forth between the manager and driver. Keany had to rely on candidates to manually supply their (often outdated) Motor Vehicle Records (MVR), causing significant delays and frustration in the hiring process.

Reliance on Drivers to Self-Report Incidents

Ensuring driver eligibility post-hire was also done through a taxing and ineffective workflow – ordering and reviewing costly MVRs for each driver on an annual basis. This forced supervisors to rely on their drivers to self-report incidents in between MVR checks, which, as many businesses experience, drivers are not always forthcoming about a change to their driving record. The Keany team was not only wasting valuable time and resources, but they were left with zero visibility into the ongoing safety of their fleet. In some instances, drivers transporting high-volume produce orders had their trucks impounded for leaving the warehouse with a suspended license, quickly creating downstream impacts on customer service and retention.

Increasing Insurance Costs

Keany also started seeing significant increases in their insurance claims and resulting premiums due to their increase in driver risk. In every conversation with their insurer, especially come time for renewal, Keany's Department of Transporation (DOT) score from the Federal Motor Carrier Safety Administration (FMCSA) was the first topic addressed and a major contributor to their increasing rates. Keany knew change was imperative.

The Solution

With a growing fleet and more drivers to manage, Keany brought on a new Chief Transportation Officer. Having previously experienced significant improvements with SambaSafety, the Chief Transportation Officer immediately recognized its potential for Keany after he had reviewed the existing hiring and risk management process they had in place. After experiencing a notable reduction in violations, improved DOT scores and reduced insurance costs at his previous company, he was certain that SambaSafety was the right tool to provide Keany with the visibility it needed. “We really didn’t need to look elsewhere,” Danny O’Rourke, the Chief Procurement Officer stated.

The Results

With a smoother hiring process and more effective candidate screening, drivers could hit the road faster and Keany could rest assured knowing their fleet was qualified. But that was just the beginning. Almost immediately after implementing SambaSafety, Keany Produce & Gourmet also saw notable improvements in driver morale, compliance, safety and cost savings.

By implementing SambaSafety’s continuous monitoring solution, Keany Produce & Gourmet gained ongoing visibility into status and violation changes across their fleet, eliminating the need to rely on drivers to self-report incidents. Now, when an incident occurs, even if it is something minor like a speeding ticket, supervisors at Keany are promptly alerted and can quickly intervene before points continue to accumulate on the driver’s license and high-risk behavior escalates. Managers are empowered to have mature, professional conversations with the driver about safety on the road. And with this approach, Keany has found that it actually helps drivers feel more supported and engaged, knowing that their manager is invested in their development and safety.

> “Proactively engaging with drivers after an incident actually really helps with driver morale in a counterintuitive way. They don’t feel like they need to hide anything anymore when they know their boss is approaching it from a learning and coaching perspective, helping the driver learn from the incident and move forward together. They know we’re not trying to kick them off the roads, but rather help them improve their behavior to keep them safe.”

Keany has also realized major cost savings by reducing crashes and claims. For any company that’s been in the business of transportation for over 45 years, there will inevitably be auto incidents along the way, some very costly. Keany’s Chief Procurement Officer estimates the average auto incident costs their business about $50,000. He explains, “In the 12 months prior to implementing Samba, we had 9 crashes reported. And in the 12 months after implementation, we have reduced that to five crashes, essentially saving us over $200,000, which is pretty awesome.”

Prior to SambaSafety, the company was really struggling with insurance costs rising year after year, but with the addition of continuous monitoring and a more proactive risk management strategy, Keany has been able to turn things around and reduce their premiums. “It looks like a bell curve now. Costs were going up, up, up, but we implemented Samba and it completely turned. That's been a great added benefit and very tangible one from the premium side,” said O’Rourke.

“Outside of the cost savings, the most paramount benefit we have realized is the improved safety of our employees and everyone else on the road. That is the first and most important thing, and then the monetary benefit is secondary, but still great,” he continues. Keany Produce & Gourmet has reduced the number of violations across its fleet by 37% and its overall DOT score has significantly improved as a result. With the ability to proactively address issues in real-time, the company has completely eliminated the risk of any suspended or illegal drivers heading out on the road.

Today, Keany Produce & Gourmet operates with the assurance that they are hiring and retaining safer drivers.

> “We have seen impressive results when it comes to reducing violations. It’s been a great partnership and has exceeded our expectations, reducing our total violations by 37%.”
>
> **- Danny O’Rourke, Chief Procurement Officer**

Big Wins:

37%
Reduction in violations

Improved DOT scores

Expedited screening and hiring process

$200K
Cost reduction related to crashes and claims

Decreased insurance premiums

Increased driver safety, morale and retention

45%
Reduction in crash frequency

Why SambaSafety?

SambaSafety is a recognized innovator and leading provider of cloud-based risk management solutions for over 15,000 organizations with automotive mobility exposure. Both employers and insurers benefit from SambaSafety’s continuous monitoring, intuitive insights, risk reduction tools and configurable pricing solutions.

Through the collection, correlation and analysis of federal, state, local and telematics data sources, SambaSafety's flexible, end-to-end capabilities enable businesses and insurers to better evaluate and mitigate driving risk, accelerate product development, reduce crashes and foster safer communities.