



Case Study:

How W.L. French Elevated Fleet Risk Management with SambaSafety

A Legacy of Safety Excellence Elevated by Continuous Driver Monitoring



Key Results



Data-driven interventions
based on risk score



Enhanced safety culture and
proactive driver support



Reduced insurance claims
and paid premium

155+

Continuous visibility
into license activity for
155+ fleet drivers



Streamlined hiring and
onboarding with
instant MVR access



W.L. French Excavating Corporation is a leading site contractor and soil management firm serving Massachusetts and the whole of New England.

What started as a \$1,000 investment and single truck in 1972 has grown into a second-generation, family-owned business specializing in commercial site development.

With a substantial trucking division of over 155 fleet drivers, 50 of whom are DOT-regulated, W.L. French maintains their reputation for best-in-class safety and operational excellence through effective driver risk management.

The Challenge

As W.L. French's fleet grew, so did the complexity of managing driver eligibility and safety. Annual Motor Vehicle Record (MVR) checks left critical blind spots in driver activity, and rising insurance costs demanded better risk management. The company looked to gain:

- + Real-time insight into fleet behavioral patterns
- + Data to validate incidents
- + Documentation of risk mitigation efforts for insurance policy renewals
- + Tools to confidently defend insurance claims

"You're covering an entire year without having the knowledge or information of what has transpired on a driver's record or the status of their license," explained Jessica French, Chief Operating Officer, W.L. French, "It was archaic, time-consuming and the information would be irrelevant."

Apart from reducing manual work and uncertainty from relying on annual MVR checks, W.L. French had a public responsibility to guarantee road safety through qualified drivers. Their outdated processes couldn't provide the securities needed to maintain that guarantee of road safety.

“ We were pulling driver records through different states across New England. It's not the easiest process when you're interpreting different states' MVRs and having to get notarized signatures from all employees. SambaSafety standardized the information and digitized our entire enrollment process.”

– Diarmuid Gallagher, Director of Transportation, W.L. French



The Solution

W.L. French implemented SambaSafety's intuitive platform to address their safety and compliance challenges through three key capabilities:



Instant MVR Access

Instant driver record verification allowed internal teams to make informed, immediate decisions during the hiring process.

"Getting the data in real-time with SambaSafety, minutes after we request it, makes it a lot easier for us to make a hiring decision in the moment," noted Diarmuid Gallagher, Director of Transportation



Risk Score Categorization

SambaSafety's intuitive MVR score, color-coded to make driver risk levels easy to understand and actionable, provided W.L. French with clear intervention thresholds:

- Green for clean records
- Yellow for minor violations that require coaching
- Red for high-risk drivers needing immediate intervention

This visual system eliminated guesswork in fleet risk assessment and allowed internal health and safety teams to make confident operational decisions.



Continuous License Monitoring

Ongoing license monitoring provided real-time visibility into any changes to a driver's record or license status, ensuring continued compliance with fleet safety standards and insurance requirements. This level of insight gave W.L. French the confidence to make informed decisions about their drivers.

These integrated solutions transformed W.L. French's driver management to become more proactive and competitive in the market, streamlining operations while maintaining rigorous safety standards.

"The implementation was smooth, the platform is user-friendly, the adoption across teams was simple and the value was recognized immediately. It's a win-win."

– Jessica French, COO, W.L. French



The Outcome

Through the investment in SambaSafety, W.L. French experienced measurable improvements across their operations:

- ✓ Streamlined hiring and reduced risk through instant access to driver records.
- ✓ Eliminated blind spots with continuous monitoring that enabled proactive interventions.
- ✓ Lowered claims and insurance deductible by demonstrating a robust safety program.
- ✓ Enhanced safety culture with transparent communication and driver support.

“It saves us a lot of time in the recruiting process. Having easy, ready access to driving records right up front, before we hire, has been hugely important,” shared John Koester, Director of People and Culture at W.L. French.

“Eliminating that blind spot has been a huge win for W.L. French, and we appreciate the service that SambaSafety provides our company. The improvement to our driver’s overall risk profile has resulted in fewer claims and a lower deductible payout to our insurer as well.”

– Jessica French, COO, W.L. French

To maintain its continued commitment to driver and public safety, W.L. French plans to expand their use of SambaSafety’s platform, exploring training capabilities and additional risk management tools as part of their safety program.

