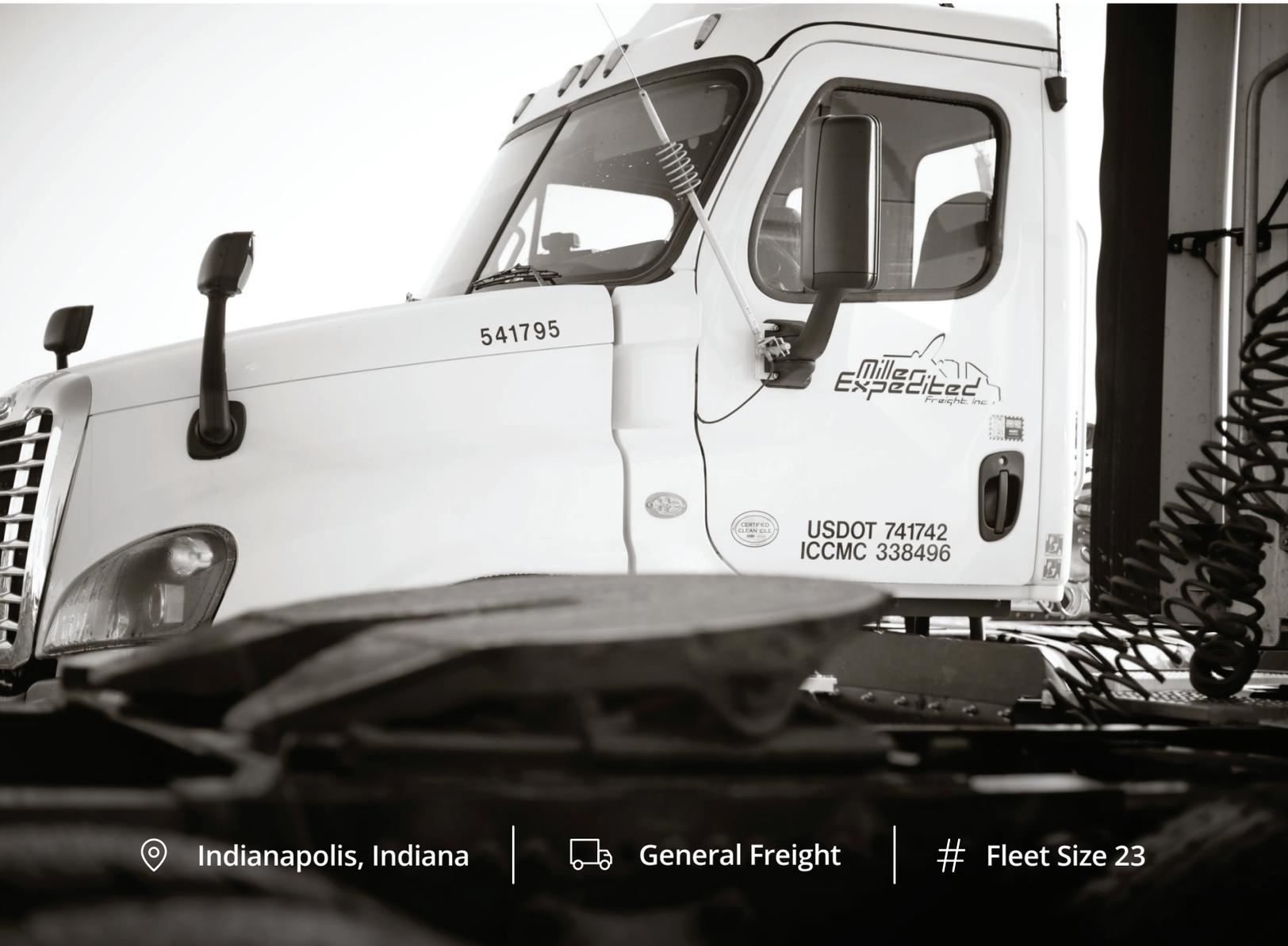


KEEP TRUCKIN



Miller Expedited Freight, Inc.

Case Study



📍 Indianapolis, Indiana

🚛 General Freight

Fleet Size 23

Drivers at Miller Expedited Freight, Inc. are on board with the fact that their dash cam footage can be used as a tool to improve their driving habits through coaching. Besides viewing an incident the identical way a driver sees it, John has also detected other safety concerns because of the camera's footage.

“After seeing the KeepTruckin Smart Dashcam at work, our drivers now realize a camera can save their backsides.”

■ Affordable and effective

“I love how the KeepTruckin Smart Dashcam integrates with the KeepTruckin ELD and how the camera works,” said John Haverstick, safety manager for family-owned Miller Expediting Freight.

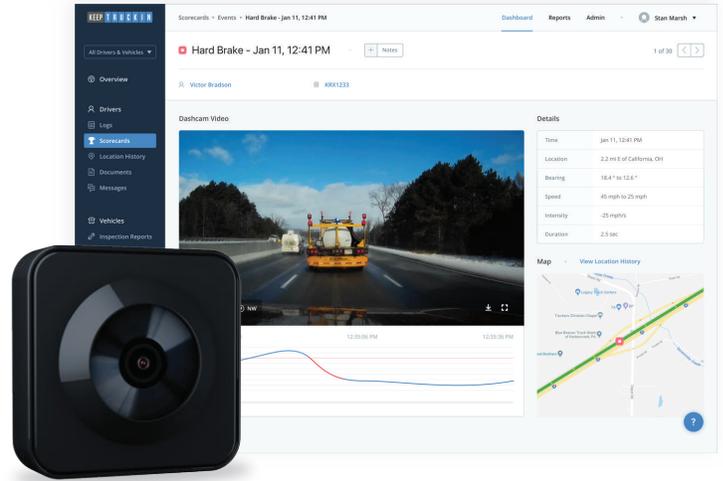
“The ROI on the camera is phenomenal, which makes my boss happy. The camera will pay for itself in a short amount of time if just one of our drivers has an accident that’s not his fault.”

With digital proof of what happened, you avoid exorbitant attorney fees, long-drawn-out court cases, and extensive insurance investigations.

■ How the fleet assesses the Dashcam

Miller Expedited Freight, a company with 21 years of experience in the trucking industry, is very satisfied with the features and abilities of the KeepTruckin ELD.

“The reliability of KeepTruckin’s products is second to none,” John said. “We used the app on our phones before the ELDs and our drivers like both.” They decided to test a single KeepTruckin Smart Dashcam before outfitting their entire fleet. John researched 60 different brands of dash cams, and KeepTruckin came out number one.



John wanted to start with one system and move it around into several of the company’s trucks to see how it works in his different vehicles. It was also his way to introduce the Smart Dashcam to his local haulers and over-the-road drivers and see its benefits.

■ Drivers are less resistant

Before piloting the KeepTruckin Smart Dashcam, Miller’s drivers didn’t have any type of recording system. If an event (hard cornering, hard acceleration or hard braking) or accident occurred, management had to rely on the driver’s description of what happened. Human memory is imperfect, but you can’t quarrel with video footage. It can prove innocence or guilt without a doubt.

“A year ago, our drivers didn’t want cameras in their trucks because they thought they were too intrusive,” said John. “After seeing the KeepTruckin Smart Dashcam at work, they now realize a camera can save their backsides when it comes to incidents or accidents.”

■ Identify danger zones

Besides viewing an incident the identical way a driver sees it, John has also detected other safety concerns because of the camera's footage. Miller's drivers had complained that certain facilities were a safety hazard for entering and exiting their docks. The dash cam revealed they were right; these facilities had very tight quarters for maneuvering tractors.

"Now we don't send our tractors to those facilities anymore," said John.

Miller's drivers have changed their minds about dash cams and now want them. They've seen the positives and realize the value of the camera.

■ Dashcam generates training opportunities

Drivers at Miller are on board with the fact that their dash cam footage can be used as a tool to improve their driving habits through coaching. John was able to pinpoint a driver who needed coaching. **"I knew this driver tended to hard brake and hard accelerate,"** said John.

After putting the KeepTruckin Smart Dashcam in his truck, the driver realized his errors. He slowed down and had fewer hard brakes and hard accelerations.

John explained, **"The camera was installed to protect the driver, not to discipline him. Other drivers also learned from his video footage and knew they could learn from what the Dashcam reveals and move forward."**

The result was what John had hoped for; a driver who is now more conscious of his actions.

Liking a company's product is only the first step to investing in it. You must also feel valued as a customer.

■ KeepTruckin listens to us

The customer service at KeepTruckin is on top of things, said John.

"I recommend KeepTruckin fleet management solutions to others all the time," John said. **"Because of their dedication to helping us do what we need to do and because they get issues resolved."**

For example, one of Miller's drivers had his own dash cam in his truck. When he tested the KeepTruckin Smart Dashcam, his dash cam revealed video that wasn't on KeepTruckin's Dashcam. John reached out to KeepTruckin to provide feedback and make suggestions for future features.

John looks forward to a continuing relationship with KeepTruckin and their future technology that will help Miller Expedited Freight monitor drivers and upgrade telematics.

"I've offered suggestions to KeepTruckin and seen many of them come to fruition. I feel like I have a voice. Now KeepTruckin has put me on their customer advisory board."