



CLIENT PROFILE

CLIENT

Leavitt's Freight Service

INDUSTRY

Truck Load—Flatbed

FLEET SIZE

113



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.

"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 July 2018 – Jun 2019 time period Leavitt's Loss Ratio came in at 13% compared to the previous 4-year average of 135%—this is phenomenal."

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

122%

Reduction in Insurance Loss Ratios
During First Year Compared to Previous
4-Year Experience

88%

Improvement in SmartDrive Safety
Score

11

Driver Exonerations

61

Years Serving Customers

Why the SmartDrive Program is the SmartChoice 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 of implementation, we saw a sharp increase in claim exonerations which directly impacted our 13% Loss Ratio, the best ever experienced by the company. The SmartDrive platform has proven invaluable in pinpointing driving behavior deficiencies, which allow us to constructively coach our drivers and support ongoing safety improvement. The SmartDrive coaching workflow makes it easy, even when drivers are on the road. Most importantly, the SmartDrive scoring system allow us to monitor driver performance, identify negative trends, focus coaching on the high risk drivers. We proactively eliminate potential accidents and satisfy our due diligence responsibilities."

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

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.

"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