

CUSTOMER SUCCESS STORY

Red Stag renews with Nirvana, strengthening their partnership and collaborative success

Red Stag significantly improved their safety with actionable recommendations from the Safety Intelligence Platform and hands-on consultations from Nirvana's Safety team.

**Texas****150+**

Location

Power Units

Oct 2023

Customer Since

Red Stag began in 2007 hauling in the oil and gas market. During a routine pickup in West Texas, a dangerous winter storm halted drilling operations. While waiting for the storm to clear, they learned about hundreds of milk loads stranded in New Mexico drop yards due to the weather. Red Stag, never backing down from a challenge, endured the storm and successfully delivered their first loads of milk, marking the start of their transition into the dairy hauling industry, which they primarily serve today.

Safety and Red Stag

Safety has always guided Red Stag's operations. Holding their drivers and mechanics to the highest safety standards, they implemented numerous safety initiatives such as a driver scorecard based on driving behavior from telematics, performance incentives, ongoing one-on-one trainings, and monthly safety meetings. They were interested in partnering with an insurance provider who was as committed to their safety as they were, but unfortunately their previous providers solely offered coverage.

After another year with minimal engagement from their insurer, Red Stag actively pursued an insurer committed to collaboration and partnership to grow their business with safety at the center. Red Stag was drawn to Nirvana's commitment of partnering with insureds to improve safety and solidified their decision after Nirvana's CEO personally visited their office, exemplifying the importance of relationships and people-first partnerships.



“When searching for our insurance provider, Nirvana’s safety-first approach to growth caught my attention. Their commitment to our success and driver safety was the turning point in moving our business forward”

Craig Shaum Senior Vice President, Red Stag

The Nirvana difference

Prior to Nirvana, accessing telematics and safety data was a time-consuming process due to the data being dispersed in different systems from their telematics provider and FMCSA websites. Nirvana's Safety Intelligence Platform streamlined this process, enabling Red Stag to monitor safety data from FMCSA and telematics devices in one easy-to-use platform. The Safety Platform provides Red Stag with access to key driving behavior insights and trends through interactive and personalized charts, simplifying how they track their fleet.

In addition, Red Stag collaborates with Nirvana's experienced Safety team to enhance their safety efforts. Nirvana's Safety team conducted a 4-day DOT compliance assessment and provided hands-on consultations to address Red Stag's challenges and pain points. When Red Stag informed Nirvana's Safety team that their BASIC and ISS scores were increasing, Nirvana swiftly provided actionable recommendations to address the issue and help Red Stag get back on track.



"Nirvana's Safety team delivered valuable support we had never experienced from an insurance provider. When our BASIC and ISS scores increased, they stepped in with precise, actionable guidance and strategies. Nirvana's rapid response and expert recommendations helped us successfully reverse the trend."

Bobby Underwood Safety Manager, Red Stag

Renewing with Nirvana

Red Stag's decision to renew with Nirvana for another year hinged on their successful collaboration and partnership. Red Stag achieved strong results in just one year with Nirvana, meeting both their business and safety goals. They briefly explored the market to ensure they were getting the best rate but quickly realized Nirvana remained the best choice.

The renewal process was simple and seamless, and now that they have renewed for another year, Red Stag is focused on partnering with Nirvana for the next phase of their safety program: installing a comprehensive safety vision across the entire company. Empowered by an insurance provider like Nirvana, Red Stag looks forward to continuing their partnership and growing their fleet business into 2025 and beyond.

"Nirvana is the first insurance provider we've had who is so collaborative and invested in [the success of] our business."

- Bobby Underwood

See how your fleet can follow Red Stag's footsteps and become safer with Nirvana.

Learn more at nirvanatech.com ↗