

# Case Study



*"I think it's one of the best investments we've made in the last five years."*

ROBERT HEDGES  
Fleet & Facility Manager  
Monarch Beverage Co.

## COMPANY PROFILE

- Family-owned Indiana beer and wine distributor
- More than 700 employees
- Founded in 1947

DriveCam® is a registered trademark of DriveCam, Inc.

Monarch Beverage Co. sees a significant reduction in event frequency and severity and an increase in driver enthusiasm since implementing DriveCam's driver risk management program.

## Monarch Beverage Co. Drivers are Safer and Happier with DriveCam

- DriveCam helps company reduce frequency and severity of driver-related events by 65%
- Seatbelt usage improves by 86% and incidents of following too close decrease by 72%
- DriveCam's program becomes an integral part of the safety culture and helps to improve driver enthusiasm, fleet tracking and fuel management

For a dedicated Fleet & Facility Manager like Robert Hedges, taking care of your drivers begins with making sure that both they and their supervisors have all the tools needed to ensure driver safety while promoting safe, responsible driving behavior. That is precisely why Hedges engaged DriveCam's services on behalf of his employer, Monarch Beverage Co., a family-owned Indiana beer and wine distributor with more than 700 employees.

"Drivers in the beer and wine industry are a bit different than other drivers in that not only do they have all the responsibilities that come with driving heavy duty trucks, they also have the responsibility of doing very physically demanding work at each stop," Hedges explained. "By deploying a consistent driver risk management and safety program that also integrates fleet tracking and fuel management systems, DriveCam is giving these drivers—and their managers—the right tools and the peace of mind to work smarter and feel better on the job."

## The DriveCam Advantage

According to Hedges, "When you look at all the various technologies that are available to install in your heavy duty fleet today, none of them start with a foundation as solid as DriveCam's that allows you to truly focus and manage driving behavior." Because 95% of all collisions involve driver error, DriveCam's core methodology for reducing risky driving in a fleet is to know what drivers are doing behind the wheel at all times so you can coach them accordingly. Thus, DriveCam's video-based driver risk



management program combines video event recording with driver coaching to identify and focus on the causes of poor driving, in order to improve driver safety and maximize fleet productivity.

“When we were ready to look at DriveCam’s driver safety and fleet tracking solution and seriously consider implementing it for our operations, we reached out to some of the distributors in our insurance group,” Hedges recalled. “They shared very candidly what their experience was and felt that the [DriveCam] program met their expectations. Ultimately, that was what enabled us to move forward without a demonstration period.”



Implementation of DriveCam’s program was immediately well-received at Monarch Beverage. “Most of our guys were very welcoming and excited to see us make a move that would allow us to take better care of our equipment, and also to highlight the veteran guys who have been here for a long time—in showing how they were safe drivers, and how they were doing the right things,” said Hedges.

## Benefits Beyond Safety

Since implementing DriveCam’s driver risk management program, Monarch Beverage has seen a dramatic reduction in both the frequency and severity of monthly driver-related events dropping from 358 events to just 50 within just a few months. In addition, the company has seen a tangible improvement in the overall enthusiasm of their valued drivers.

“It’s given us the tools to not only work on opportunities that we may have from a driving perspective, but to make a true difference in the lives of our drivers and our company with respect to safe driving.”

For example, when a highly seasoned Monarch Beverage driver in transit had a vehicle pull out in front of him, the DriveCam video recorder documented his excellent driving in response to the incident, which prevented injury and damage. “It’s reassuring to know that we have such events recorded if we ever need to show that we are not at fault for an accident,” Hedges said. He counts driver exonerations and reduced claims among the DriveCam program’s key benefits in addition to fewer collisions and lower fuel and maintenance costs—all of which boost the bottom line.

## A Long Relationship

Hedges believes that with DriveCam’s video-based driver risk management program in place, Monarch Beverage’s fleet supervisors and transportation managers are now soundly equipped to improve fleet operations, minimize driver-related events, and better ensure the well-being of their drivers. “What DriveCam brought was an opportunity to put the tools in place that our supervisors and our transportation managers needed to effectively manage our driving behaviors,” said Hedges. “I think it’s one of the best investments we’ve made in the last five years.”

“We are excited to see what’s on the horizon and are looking forward to a long and mutually beneficial relationship with DriveCam.”

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As experts in compliance and the science of safe and efficient driving, DriveCam reduces collision-related expenses, fuel costs and the risk of audits and lost business for hundreds of commercial fleets worldwide. We identify and address the causes of poor driving by combining sight and sound with real-time, predictive analytics. With over 500 commercial and government fleet clients, DriveCam monitors 20 billion driving miles annually, while protecting more than 400,000 drivers worldwide. For more information, visit [www.drivecam.com](http://www.drivecam.com)