



Case Study



Now deployed across Waste Management’s vast fleet of 18,000 drivers, DriveCam’s program helps to raise awareness of driver and vehicle safety and elevate the culture to triumph over tragedy.

“DriveCam provides us with more than just technology. They provide the service and support we need to improve and grow our business.”

JEFF MARTIN
Vice President, Safety Services
Waste Management

COMPANY PROFILE

- Fleet of 18,000 drivers
- More than 20 million customers in the U.S., Canada and Puerto Rico

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Waste Management Engages DriveCam to Transform Its Safety Culture

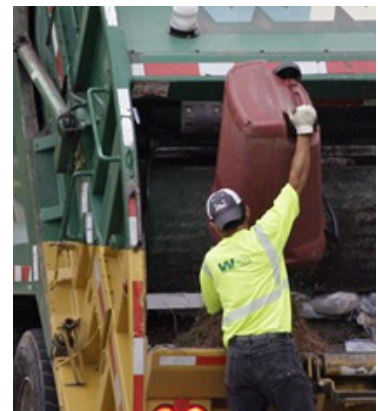
- DriveCam’s program plays a critical role in the company’s “Mission to Zero” safety initiative
- Company reduces vehicle accidents by almost 70% and auto liability by \$3.1 million
- Drivers, managers and customers are now more engaged and focused on safety than ever

For large companies with extensive fleets of commercial motor vehicles, ensuring the safety of both the drivers and the property they handle is of paramount importance. That is why Waste Management, the leader in the solid waste industry, engaged DriveCam to become an integral part of its “Mission to Zero” safety initiative—a critical, companywide effort to ensure that a driving tragedy such as the one the company experienced at one point would never happen again.

Waste Management is not only one of the largest transportation companies in the world, but also one of the world’s largest recycling companies or materials-handling companies, with a vast fleet of 18,000 drivers in 22 business areas across the country. With DriveCam’s program now implemented throughout its entire fleet, the company is improving driver behavior and, at the same time, growing an enthusiastic culture of safety that benefits both employees and customers.

The DriveCam Decision

“Following a difficult tragedy about ten years ago, we began ‘Mission to Zero’ as a real emotional heartfelt plea by the company’s leadership to emphasize a focus on safety as the right thing, and as the right approach for our company, our employees, our customers and our shareholders,” recalled Jim Trevathan, Waste Management’s Executive Vice President and Chief Operating Officer. In its quest to transform its safety culture, the company discovered DriveCam’s video-based risk management program and decided to pilot it in two of its business areas.



As a result of the successful test implementation of DriveCam's program and for the first time in the company's history, Waste Management's area vice presidents actually demanded the program from corporate headquarters. After 10 months of piloting, Waste Management decided to move forward with deploying DriveCam's services across the business.



Implementing DriveCam's Program

In a herculean effort, DriveCam was able to effectively and efficiently meet Waste Management's requirement to implement the DriveCam solution throughout their entire fleet in just four months. According to Jeff Martin, Vice President of Safety Services, the DriveCam program was immediately well received by the drivers. "They looked at it not only as an opportunity to further develop as service professionals, but also to be recognized for driving safely."

And because DriveCam's program combines video event recording with driver coaching, it was an especially welcome solution for Waste Management's specific needs. "With 18,000 drivers on the road every day and around 1,200 route managers who are their direct line supervisors, there is a lot of opportunity for coaching," explained Trevathan. "When they are coached correctly and they get better at one avenue or arena of our business, they get better at another. They are better employees who are more engaged, and it creates customer value when they do the right things."

Martin added, "Our drivers have to be 100% focused, 100% of the time. DriveCam's program enables us to ensure that focus."

Benefits of DriveCam's Services

"One of the great advantages we've experienced with the DriveCam program is not only a reduction in the number of incidents and certainly the severity of those incidents, but also the ability to better influence our drivers to take the near misses and learn from them before we actually have the end results," said Martin. Other key advantages Waste Management is finding with DriveCam's driver risk management program include exoneration of drivers from wrongful claims, and knowing the truth even when a driver is at fault.

"With DriveCam you very clearly see exactly what was going on," said Trevathan. "The focus can be on the incident itself and how to coach the person through it and get on with the actions that eliminate the risk, rather than debate what was going on." He further added that having the DriveCam solution has been of particular benefit to customer relations and the company's reputation. "Our customers, especially the largest customers, measure our safety record. They find out how well we do and don't want us on their facilities unless we have the kind of record that's world class."

It's "more than just technology"—it's about results

"The DriveCam relationship has been focused on one objective and one objective only, and that is results," said Martin. In 2012 alone, Waste Management was able to reduce vehicle accidents by nearly 70% and its auto liability by \$3.1 million—all with only two of its business areas using DriveCam.

Today, the company has more than 18,000 drivers, 1,200 route managers and countless customers across the nation actively engaged with its culture of safety, which is producing tangible benefits for everyone involved. "DriveCam's program fosters engagement with employees to get results that are better than the day before, the week before, the month before—making true professionals out of our people," said Trevathan.

"DriveCam provides us with more than just technology," Martin concluded. "They provide the service and support we need to improve and grow our business."

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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