



Case Study: JFW Trucking Corp.

THE CHALLENGES OF A GROWING FAMILY BUSINESS

JFW Trucking Corp. is a trucking company based in Denver, Colorado, providing full service aggregate hauling services. Founded in 1935, JFW is a fourth-generation, family-owned business that has grown from 50 to 100 trucks in the last five years. Operations Coordinator Erika White, great granddaughter of JFW's original founder, works hard to hire good drivers and foster strong relationships between her employees and her customers. After the business grew 33 percent in a single year, the company looked into video telematics technology to improve safety, exonerate drivers who are falsely accused, and save on insurance claims costs. White evaluated numerous solutions in a search for a full-featured video telematics solution that also integrated with complementary compliance devices such as electronic logging (ELD), hours of service (HOS), and driver-vehicle inspection reports (DVIR). Most importantly, the solution had to be both affordable and easy to use.

85%

Favorable sentiment
among drivers

\$20K+

Claims costs saved in
the first two months

115

Drivers protected

PROBLEM:

- Needed a tool to empower drivers to improve their safety and drive accountability
- False claims affected company reputation and claims costs
- Rising insurance premiums had become a major expenditure for a busy fleet

SOLUTION:

- Live streaming video gives real-time insight into events in and around the vehicle
- Cameras provide proof of what happened during an incident
- Proactive safety technology that helps the company build a long-term safety record and reduce costly insurance claims

RESULTS:

- Being able to see what a driver sees helps keep everyone safer
- Keeping CSA scores low helps insurance rates and preserves company reputation
- Establishing fault quickly saves money on claims



"I'm very happy I implemented this system, because we've captured so many things on camera. With 100 trucks out there, it's amazing what you catch. Surfsight has saved us a lot of money in claims."

ERIKA WHITE

Operations Coordinator,
JFW Trucking Corp.

BUILDING STRONG RELATIONSHIPS THROUGH SAFETY, SERVICE, AND ACCOUNTABILITY

JFW needed a safety solution that would provide concrete proof in the event of an incident, and help prevent risky events and behaviors from happening in the first place.

White extensively evaluated numerous solutions before choosing Surfsight, whose live streaming capability, ease of use, and immediate access to video made the choice obvious. "I looked through so many vendors, went through so many demos; Surfsight was the first to make video so easy," she said. The ability to pull up events from the timeline provided value almost immediately.

"In one incident, a box truck from a freight hauling company swerved into one of our trucks, damaging our trailer," White recalled. Surfsight's camera captured the event and helped prove that the other driver was at fault. "Being able to prove what happened in collisions and incidents helps us keep our CSA scores low." For many fleets, maintaining good Compliance, Safety and Accountability (CSA) scores is critical because insurance companies, potential customers, and even law enforcement officials take these scores seriously.

JFW's drivers are realizing how Surfsight technology helps them, too. There was some initial skepticism, but after just two months, White estimates that approximately 85 percent of the drivers in the fleet view the Surfsight system positively—and that number is growing as drivers see the benefits. For example, drivers use the system proactively to verify destinations or locations. But it is even more useful for exonerating drivers when they are falsely accused of hazardous driving.

From time to time, JFW receives a call from someone claiming one of their drivers is being aggressive on the road. When this happens, a manager can review video using the Surfsight camera in real time to see what the driver is doing. "If something's going on, we can call the driver right away and correct their behavior," says White. Sometimes it's the other way around. "We've had our drivers call and tell us someone is brake checking them," White said. "We can look at the live video and see that it's true."

White understands that her relationship with her drivers is paramount, and she uses Surfsight technology as a tool to strengthen camaraderie. Every two weeks, she holds a safety meeting to present examples of how the system has helped or exonerated drivers. In this way, she uses the technology not only to improve safety and lower claims costs, but to foster a culture of trust, accountability, and transparency throughout her organization.