

8 Actionable Tips for Improving Fleet Safety

BEST PRACTICES FROM AN AWARD-WINNING FLEET



Samsara + Dohrn Transfer Company





Introduction

Safety is a top priority for most fleet managers — but measurable safety improvements can be difficult to achieve. What are the secrets of the safest fleets on the road?

Whether you're implementing a safety program for the first time or reinvesting in an existing initiative, improving fleet safety is no easy feat. From coaching to rewards programs to new technology, it can be difficult to know where to start and what will make the biggest impact.

That's why we went straight to the experts: Dohrn Transfer Company, winner of the 2019 Samsara Top Fleet Award for Safety and one of the largest less-than-truckload carriers in the Midwest. In this guide, we've distilled their team's proven best practices into eight actionable tips to help you operate a safer fleet.



Best Practices from an Award-Winning Fleet

“Safety is our number one value. We strive every day to have safe facilities, safe vehicles, and provide the best safety tools available so our employees can come home every night to their families.”

TROY WINTHURST

Director of Safety, Dohrn Transfer Company

**NAMED SUPPLIER
OF THE YEAR**

as part of the 2010 John Deere
Achieving Excellence Program

John Deere

**CHOSEN AS A PREFERRED
LTL CARRIER**

in 2018 as part of TQL's
Preferred LTL Carrier Program

Total Quality Logistics

**AWARDED GOLDEN BROOM FOR
OUTSTANDING MAINTENANCE**

as part of the 2018 Annual Hard
Hat Awards

Renaissance Rock Island

**NAMED TOP FLEET
FOR SAFETY**

as part of the 2019 Top Fleet Awards

Samsara

Safety has always been a core value for Dohrn Transfer Company. After nearly 100 years of operating, they have learned a trick or two about how to build a world-class safety program.

Dohrn Transfer Company was founded in 1921 with a single wood-slatted truck and one route running from Rock Island, IL to Kewanee, IL every day. Today, they are a leading less-than-truckload carrier in the Midwest, with more than 500 vehicles and 21 terminals across 14 Midwestern states. They now employ 645 drivers and have 545 trucks on the road daily — and though they have grown, they have never lost sight of their roots. To this day, Dohrn is still family-run, and they still have the same number one priority: safety.

In 2019, Dohrn was awarded the Samsara Top Fleet Award for Safety in recognition of their impressive safety achievements, including an 88% reduction in harsh events and 35% reduction in hours over the speed limit in just 12 months. The tips in this guide are sourced directly from their leadership team.



How to Improve Fleet Safety

01 — Identify an Executive Sponsor

02 — Build Trust Through Open Communication

03 — Coach Drivers Proactively, Not Reactively

04 — Encourage Friendly Competition

05 — Create a Rewards Program

06 — Prioritize Preventative Maintenance

07 — Invest in Employee Engagement and Wellbeing

08 — Embrace New Technology



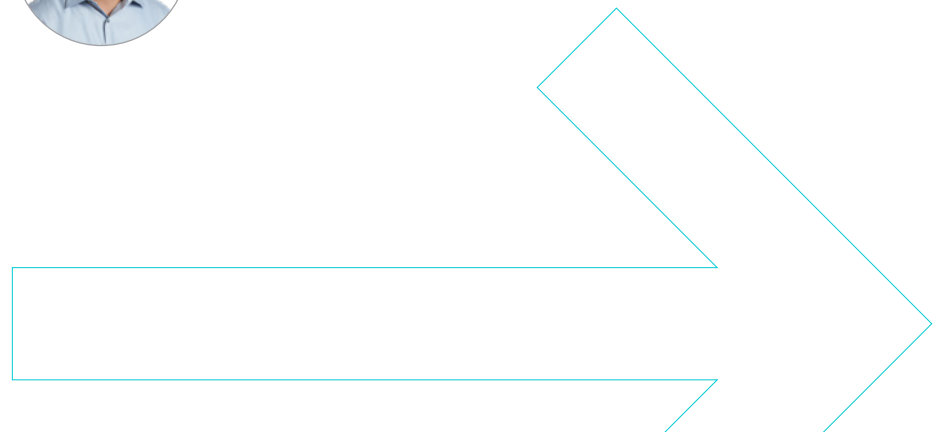
01

Identify an Executive Sponsor

“Safety is so important to us. Since we’re on the road with the public, we have a huge responsibility to make sure our drivers are safe.”

ROBERT HOWARD

Chief Operating Officer, Dohrn Transfer Company



FIRST THINGS FIRST: before deciding what your safety program will include, it's important to take a step back and make sure everyone at your company is aligned around a safety mission — after all, the safety of your fleet depends on the collective efforts of every individual. This is easier said than done, especially if you have a large fleet with hundreds or thousands of employees and multiple distribution terminals.

One of the best ways to foster alignment is to identify an executive sponsor — someone on the leadership team who will push your initiative along and evangelize safety as a core value across your company.

In fact, the effects of executive sponsorship on positive organizational change have been studied and proven. Since they started capturing benchmark data in 1998, the change management consultancy firm Prosci has found that “active and visible” executive sponsorship consistently ranks as the number one contributing factor to successful change initiatives.²

¹. Prosci

². Prosci

#1 contributing factor
to successful change
initiatives is “active
and visible” executive
sponsorship.¹

Keep in mind: executive sponsorship doesn't have to be a solo mission. You can have multiple executive sponsors or even a task force working on an open project related to safety. At Dohrn, the entire leadership team is involved — but Safety Director Troy Winthurst leads the charge on day-to-day safety management.

"Employees sometimes see safety as a negative thing," said Winthurst. "As the safety guy, I always strive to keep them engaged and let them know we're here to help them."

By making safety one of their core values, Dohrn has transformed safety into something more than just a mandate. They see safety as a mission to protect their employees and their community as a whole. Because of this, everyone from their managers to their drivers and even the IT department says that safety is top of mind throughout their day-to-day work.

"We've got a great safety director and our operations leadership really believes in safety," said Alex Gustafson, Director of Information Systems. "As a result, we have been able to invest in safety tools so that we can become a safer carrier."





02

Build Trust Through Open Communication

“We’re very transparent when we roll out new equipment about what the process is going to be, so our drivers understand where the company is going before we do anything.”

TROY WINTHURST

Director of Safety, Dohrn Transfer Company



ONCE YOU DECIDE TO MAKE YOUR SAFETY PROGRAM AN EXECUTIVE-LEVEL PRIORITY, establishing clear, transparent communication is the next step in ensuring buy-in across the company.

70% of employees say they're most engaged when senior leadership communicates openly about changes.⁴ This is particularly important if you're rolling out a big change — like creating an official safety program for the first time, implementing policy changes, or installing new technology like dash cams.

At Dohrn, they use a few different communication tactics to ensure their team feels informed, engaged, and respected. For example, when they installed Samsara dash cams for the first time, they created a private YouTube video to educate drivers about the new technology and how it would affect their day-to-day.

“We told our drivers how the dash cams were going to be used, what triggers a harsh event, and what would happen if there was a harsh event,” said Winthurst.

Dohrn also holds monthly communication meetings with drivers, which Winthurst said helps “keep everybody in tune.” In their communications, they make sure to highlight how their various safety initiatives will benefit drivers, not just the company.

³. [Harvard Business Review](#)

⁴. [Harvard Business Review](#)

70%

of employees say they're most engaged when senior leadership communicates openly about changes³



For example, since installing dash cams, Winthurst said they have had three incidents which “potentially could have been a legal situation.” But thanks to the dash cams, they were able to exonerate their drivers and move past the insurance inquiry without further conflict. It’s true that this saves the company money — Winthurst estimates a single accident they’re held liable for could cost anywhere from \$500,000 to millions — but it also helps protect drivers from false accusations and legal headaches.

By communicating your rollout plan and the benefits of your new safety initiatives to drivers, you can actually shift driver perspective. Now, Winthurst said even drivers who have been in the industry for 20 to 30 years have embraced Dohrn’s safety program and the new technology that comes with it.

PRO TIP

Thinking about installing dash cams for the first time? Samsara AI Dash Cams analyze the road and driver behavior in real-time. By offering optional in-cab voice alerts to drivers and actionable insights to managers, our intelligent cameras are proven to improve driver safety and lower fleet costs.

Learn more at samsara.com



✓ HOW TO GET DRIVER BUY-IN ON DASH CAMS

Be open and transparent

Give visibility into management's decision-making process. Highlight your company's safety goals so that drivers feel aligned with the overall mission.

Explain how the technology works

Before you install dash cams, make sure to explain how they work, when they record, how the video footage will be used, and who will have access to the videos.

Highlight the benefits

Help drivers understand how dash cams can benefit them by providing real-life examples of near misses and accident exoneration.

Communicate clear expectations and processes

Outline what will trigger a harsh event or recording, and explain what your coaching process looks like so drivers know what to expect.

Offer incentives and rewards

Encourage friendly competition and engagement by gamifying driver safety scores and offering rewards for the safest drivers.

Offer camera covers, if needed

There are instances when dash cams don't need to be recording, like during time spent in the sleeper berth. Offering removable camera covers can make drivers feel more comfortable about having dash cams installed in their cab.



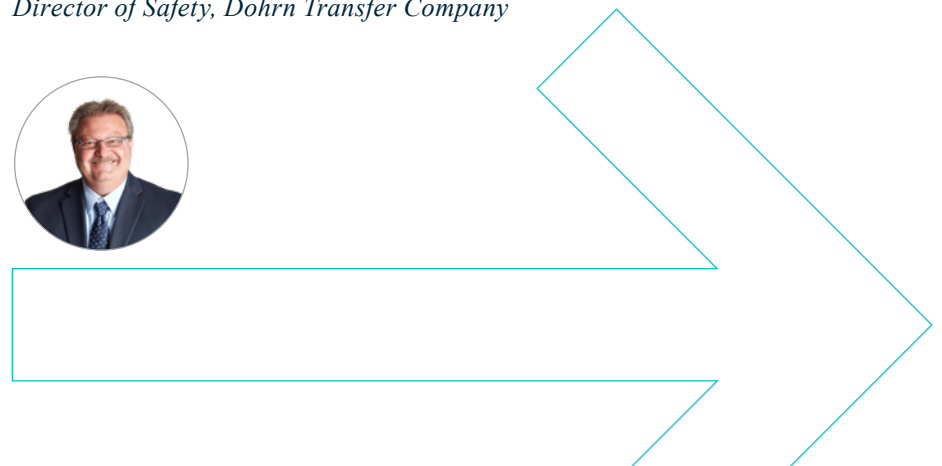
03

Coach Drivers Proactively, Not Reactively

“Previously, our coaching was reactive — drivers would be coached if they received a ticket or were involved in an accident. Now, we coach drivers proactively.”

TROY WINTHURST

Director of Safety, Dohrn Transfer Company



THERE'S NO WAY TO COMPLETELY ELIMINATE COLLISIONS,

but studies have shown that 87% of commercial vehicle crashes are due to driver error — meaning they could be prevented.⁷

Driver coaching is an art that's not easily mastered, but when done right, it can be an extremely effective mechanism for minimizing driver error and improving safety.

The key to success is tried-and-true: driver coaching is most effective when combined with real-time data from an onboard monitoring system. In fact, the efficacy of this combination has been studied and proven. The NSTSCE found that when a telematics system and dash cams are used in combination with face-to-face driver coaching, safety-related events are reduced by 52%.⁸

At Dohrn, they have seen how successful this combination can be. Samsara Vehicle Gateways plugged into their OBD ports offer real-time visibility into harsh event and location data, while HD dash cams give them the footage they need to effectively coach and exonerate drivers. Because Dohrn has so many vehicles and drivers, they have a person dedicated to reviewing harsh events in real-time and coaching drivers as needed.

87%

of commercial vehicle crashes are due to driver error⁵

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reduction in safety-related events when driver coaching is used in combination with telematics and dash cams⁶

5. NSTSCE

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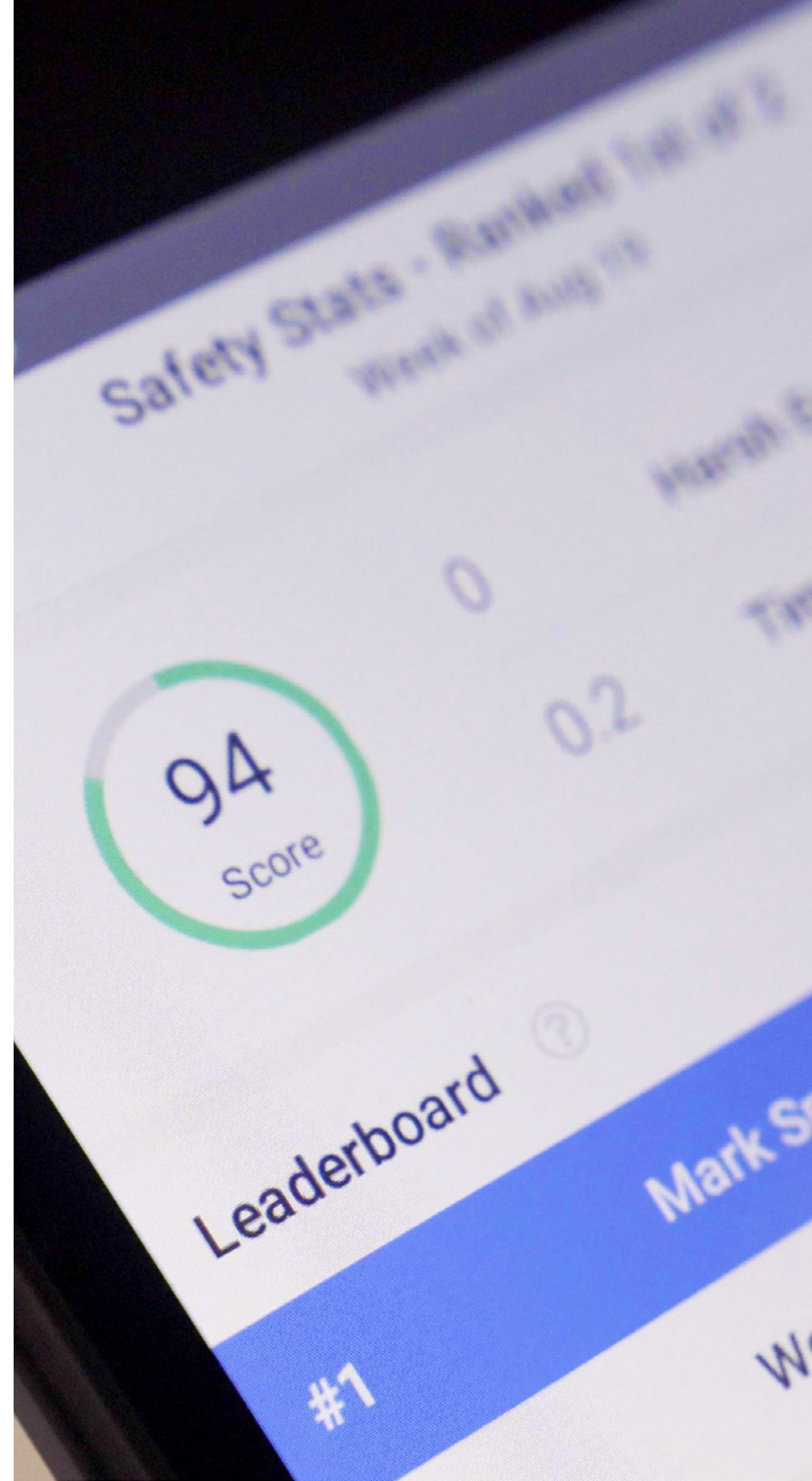
8. NSTSCE

“Once we receive a notification that a harsh event has been triggered, the safety department will look at it and determine a few different things,” said Winthurst. “Does it require verbal coaching? Does it require a phone call or sit down to review the whole video? Or does it require something more serious, depending on the previous performance of the driver or frequency of these types of events?”

Depending on how their safety team triages the event, they coach drivers in a few different ways. Personalizing their approach, Winthurst said, helps increase their efficacy and impact.

“If it’s a relatively small event, we’ll call the driver and hear their side of why and how it occurred. Then, we’ll give them some defensive driving tips,” said Winthurst. “If it’s something more serious — like running a red light — we might actually bring them in for video coaching and review the dash cam footage with them.”

Dohrn also set a safety score threshold for more in-depth, personalized coaching. All drivers with a monthly safety score below 90 are coached on harsh braking, acceleration, and turns, as well as hours over the speed limit. Winthurst said this has turned out to be a win-win because it “helps drivers understand how to drive safer, and they improve their safety score as a result.”



Importantly, the NSTSCE has also found that a good coaching program “must provide feedback on safe driving behaviors, rather than only risky behaviors, or the process will be viewed negatively.”⁹ This is something that Dohrn always keeps top of mind.

“We want to coach our drivers when they could have done something differently, but we also want to recognize when they do everything right,” said Gustafson. “We make sure to review harsh events where they did nothing wrong, too. Having that feedback loop is what has really helped reduce our harsh events.”

Now, Winthurst said that drivers will proactively call in to explain harsh events or report accidents they weren’t involved in that may have been captured on their dash cam.

“Proactive coaching has been really positive thus far,” said Winthurst. “Our drivers are really engaged in the system.”



PRO TIP

The Samsara Safety Inbox makes it easy to review and triage harsh events. Our intelligent system automatically tags harsh events by type, and you can easily assign events for review and coaching.

[Learn more at samsara.com](https://www.samsara.com)

DRIVER COACHING BEST PRACTICES

Collect the right data

Studies have shown that driver coaching is most effective when combined with data from an onboard monitoring system. Consider installing technology that will give you live visibility into harsh events, like real-time GPS tracking and dash cams.

Set up alerts for critical events

There are hundreds of different behaviors you could monitor, from tailgating to stop sign violations and harsh turning. Although you could monitor all of these, setting up alerts for a few key events — like speeding and harsh braking, for example — will help your back office focus on what matters most.

Determine different levels of response

Some harsh events are more serious than others. For example, an in-cab audio message might be enough to address a harsh braking event — but cell phone use might warrant a more serious response, like an in-person meeting or additional training. Make sure to be transparent about your coaching process and any potential repercussions.

Give immediate feedback with in-cab voice coaching

Feedback is most effective when it's delivered in a timely manner, especially for drivers who run long routes and may forget about harsh events by the time they are brought in for coaching. Make sure to choose a dash cam that has a speaker and can play in-cab messages for things like harsh braking, speeding, and unbuckled seat belts.

Familiarize drivers with coaches

No matter how you structure your safety team — whether you have just one safety manager or multiple coaches per terminal — make sure coaches introduce themselves to drivers before they start reviewing harsh events. Even a virtual introduction can go a long way in fostering a friendly, collaborative relationship.

Set thresholds for scheduled 1:1 coaching sessions

This is particularly important if you have a large fleet and limited coaching bandwidth. Maximize your impact by reserving 1:1 coaching sessions for drivers who dip below a safety score threshold. At Dohrn, the safety team meets with all drivers have a safety score of 90 or below.

✓ **DRIVER COACHING BEST PRACTICES (CONTD.)**

Focus on consistency

Consistency is key to long-term success. If drivers feel that the feedback they're getting varies drastically or isn't fair, they won't respect your safety program. Establish consistency by documenting best practices and giving your coaches standardized scripts for responding to different types of harsh events, so that coaching isn't biased.

Don't forget to recognize when drivers do everything right

The beauty of pairing a telematics system with dash cams is that you get complete visibility into on-the-road events — but not all harsh events should be reprimanded. For example, a driver may brake abruptly to avoid a collision that's not their fault. Make sure to recognize and reward the moments when your drivers respond appropriately.





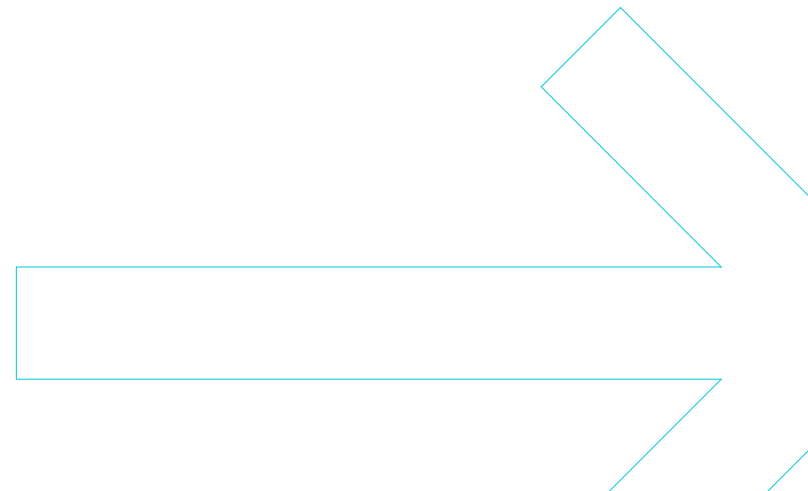
04

Encourage Friendly Competition

“Once we started gamifying driver safety scores, our drivers became much more engaged. They started monitoring and correcting themselves.”

TROY WINTHURST

Director of Safety, Dohrn Transfer Company



WHEN IT COMES TO SAFETY, SUCCESS DEPENDS ON THE COLLECTIVE ACTIONS OF EVERY INDIVIDUAL — which is why it's important to ensure that every one of your drivers feels inspired and motivated. After all, you're ultimately depending on them to keep safety top of mind every day.

There are many ways to inspire and motivate drivers, but one of the most effective tactics is also the simplest: make it fun.

Countless studies have shown that when an activity traditionally viewed as less fun is made more fun, people are more likely to do it. For example, when taking the stairs becomes a game, 66% more people choose to take the stairs rather than an escalator.¹⁰ This is called “gamification” — and it plays into human psychology in a way that's extremely effective.

At Dohrn, they saw an 88% reduction in harsh events after turning on gamification in the Samsara Driver App. This allowed drivers to not only monitor their own safety scores — which were impacted by dozens of different data points, including harsh braking and speeding — but also see how they compared to their colleagues.



¹⁰. [Piano Stairs Experiment, Volkswagen](#)

“Turning on gamification allowed our drivers to see their weekly scores at a corporate level,” said Winhurst. “After we saw how much that engaged people, we started posting monthly scores at each of our terminals. Each terminal has a group of drivers, so this gives them an in-house ranking that makes it even closer to home. That really engaged them quite a bit.”

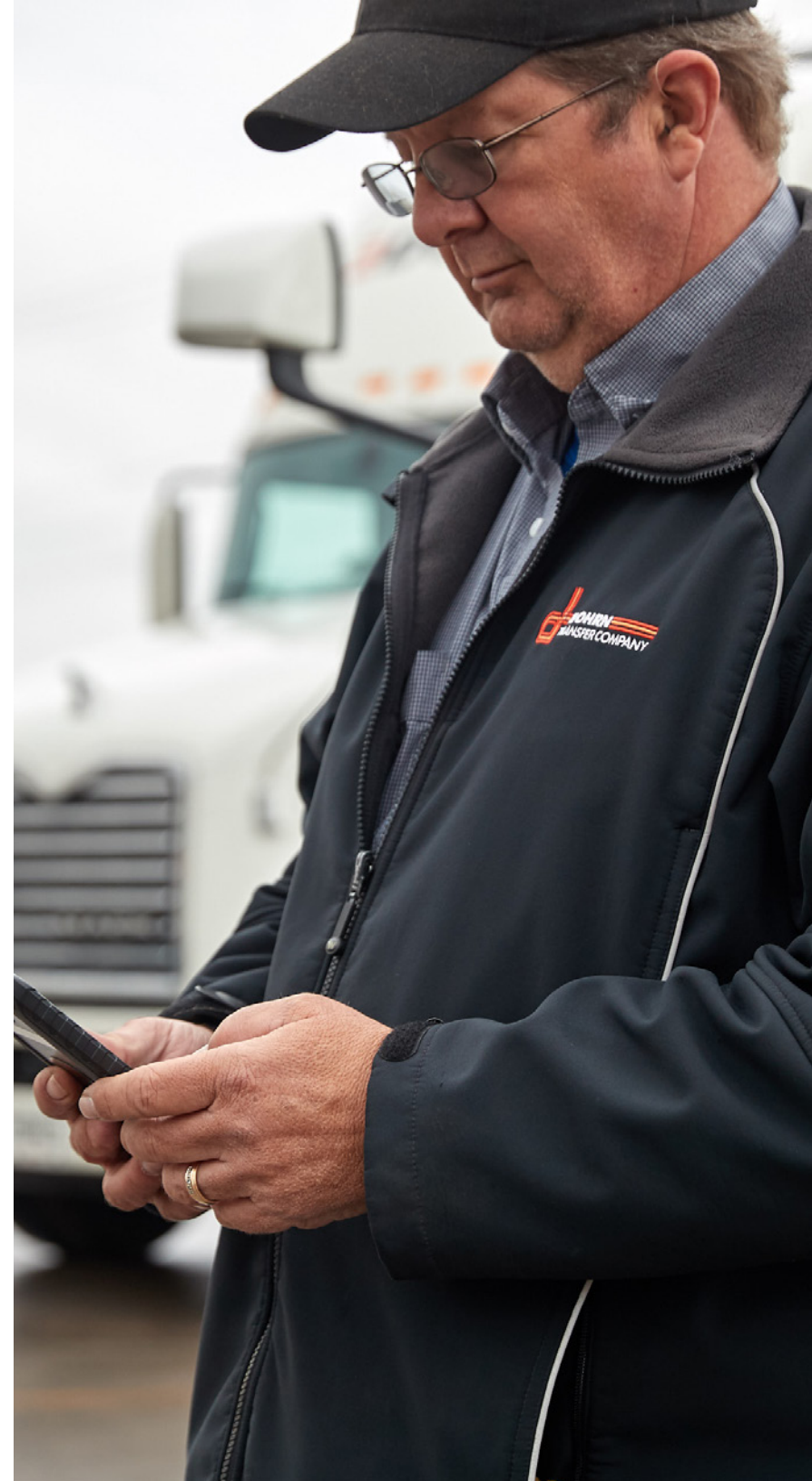
After seeing a drastic drop in harsh events when they started gamifying driver safety scores, Winhurst decided to add idling time to the mix to see if they could improve efficiency, too.

“Gamification is delivering tremendous gains for us at this point,” said Winhurst.

PRO TIP

Turn on gamification in one click with the Samsara Driver App, which applies elements of game design to motivate drivers to adopt better driving behaviors, such as complying with posted speed limits and applying the brakes more gently.

Learn more at samsara.com





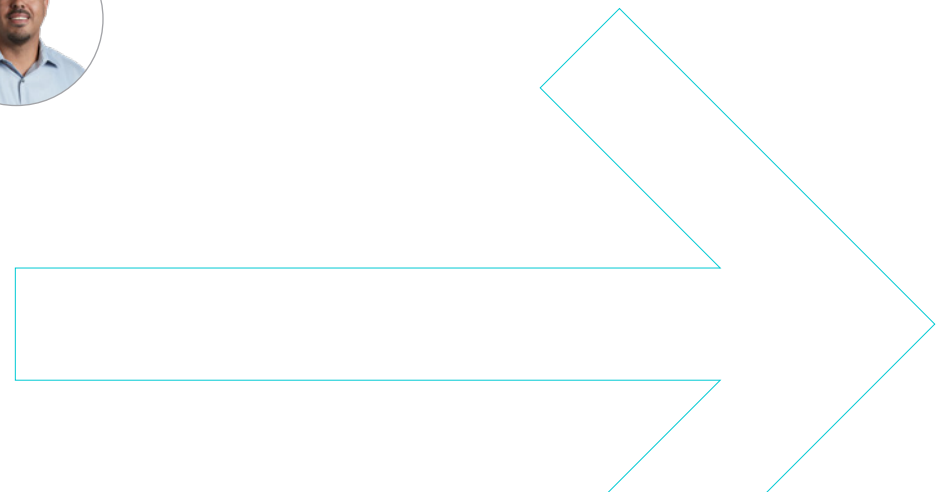
05

Create a Rewards Program

“Recognizing our very best drivers doesn’t just show our appreciation for them. It motivates all of our drivers to drive safer.”

ROBERT HOWARD

Chief Operating Officer, Dohrn Transfer Company



TRACKING AND GAMIFYING DRIVER SAFETY SCORES IS A GREAT WAY TO ENCOURAGE FRIENDLY COMPETITION, but to garner long-term buy-in from drivers, a robust rewards program is key. In fact, incentives are a highly effective motivation tool — 79% of employees say they work harder when they feel recognized, and 83% say that rewards make them feel more engaged with their job.¹³

At Dohrn, they have created a variety of different rewards to keep their employees motivated and actively engaged with their safety program. For years, they have offered engraved plaques to drivers who achieve one and two million miles accident-free. This year, they introduced a new annual reward for the driver with the highest Samsara safety score. The winner will get their name engraved on a wall and receive a commendation from Robert Howard, Dohrn’s Chief Operating Officer, that is shared online.

“That’s a real big thing that we added this year, and we’re super excited about it,” said Howard. “With more visibility into things like harsh brakes and time over the speed limit, we have been able to recognize those who are really doing a great job every single day.”

11. [2016 Globoforce Report](#)
12. [2016 Globoforce Report](#)
13. [2016 Globoforce Report](#)

79%

of employees say they work harder when they feel recognized¹¹

83%

of employees say that rewards make them feel more engaged with their job¹²



When it comes to creating a rewards program, one of the first questions that always comes up is whether the rewards should be monetary or not. Interestingly, a recent study found that non-monetary reward programs “that are anchored in company rituals and core values” actually have the highest ROI and impact on long-term employee engagement.¹⁴

This means that any company — no matter your size or budget — can start a rewards program. Although incentives like bonuses and gift cards are effective, things like plaques, certificates, and engravings can have just as large an effect on the overall safety of your fleet.

“Whether it’s a million mile award, an annual safety score award, or something as small as a thank you, we always try to show our appreciation to our drivers,” said Howard. “They make it happen for our customers.”

REWARDS THAT WORK

- Engraving on a Wall of Honor
- Plaque or certificate
- Recognition in a company-wide announcement
- Company-branded gear
- Extra vacation days
- Gift cards
- Bonuses

¹⁴. [2018 Disco Study](#)



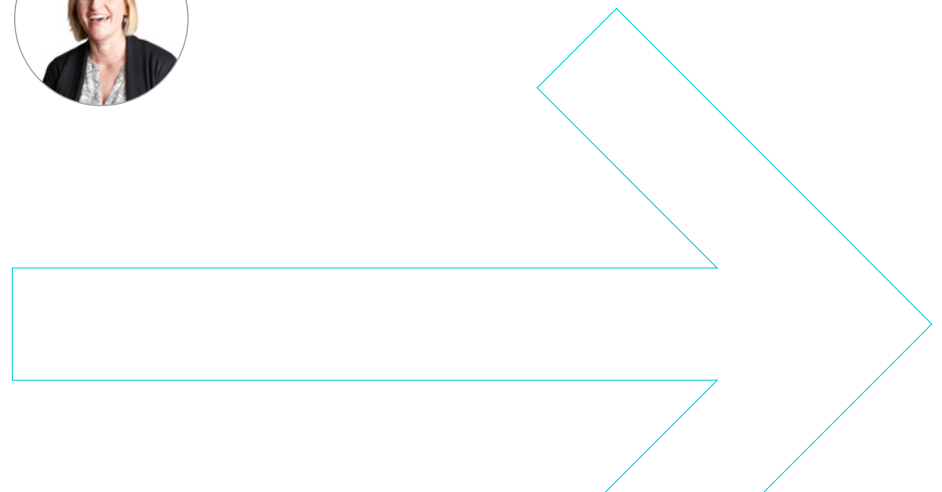
06

Prioritize Preventative Maintenance

“We don’t want to be reactively diagnosing issues from the side of the road. We want to take care of them before they get there.”

SANDRA ROSE-BROWN

Director of Maintenance, Dohrn Transfer Company



AS ANY DIRECTOR OF FLEET MAINTENANCE KNOWS, safety isn't just about your drivers. Your vehicles, assets, and equipment are just as important. Making sure they're functioning properly is critical — not just because emergency repairs can be 3 times more expensive than preventative maintenance, but also because vehicle issues and breakdowns can be dangerous.¹⁵

“Maintenance is all about safety, that's our top priority,” said Sandra Rose-Brown, Dohrn's Director of Maintenance. “Our vehicles are 80,000 pounds moving down the highway. You want to make sure that vehicle is in good shape and isn't going to cause any harm to your driver or the general public.”

Because of this, Rose-Brown focuses a lot of her efforts on preventative maintenance. For example, she uses fuel mileage data from their Samsara dashboard to implement valve adjustment plans for trucks that aren't performing as well as they should be.

“When we start to see repetitive issues with certain trucks, we look more closely into the root cause of what's throwing those codes,” said Rose-Brown. “Pinpointing those issues allows us to know when we're going to be in trouble before it happens, so we can preventatively get those trucks into the shop.”

Rose-Brown also keeps a close eye on idle time, which she says isn't just a fuel efficiency issue — it's a safety issue, too.

¹⁵. [FreightWaves](#)



“Everybody’s after fuel efficiency, but it’s also hard on a truck to sit in idle,” said Rose-Brown. “It builds a lot of soot and it calls for more frequent regeneration, which can not only delay your drivers but also cause problems for your vehicles down the road.”

One of the most important ways that Dohrn recently reinvested in preventative maintenance was by moving from paper DVIRs to electronic DVIRs. With more than 500 vehicles across 14 states, some of their terminals have a maintenance garage and some don’t, so they need to receive inspection reports in real-time in order to plan ahead properly. With Samsara, they’ve set up alerts for unsafe DVIRs that have helped keep unsafe vehicles off the road.

“Before, we would have to rely on the next driver not taking out a piece of equipment that was marked unsafe,” said Rose-Brown. “The immediate notification has been a crucial piece when we have an unsafe DVIR that helps us get a jump on it and keep the truck running.”

Electronic DVIRs also offer better visibility into non-critical issues — like a radio that’s on the fritz or a dysfunctional passenger side window — that their team is able to fix faster. By investing in preventative maintenance with Samsara, Dohrn has been able to achieve a 40% quicker response time on maintenance issues — helping improve vehicle uptime and ensuring they have the safest possible vehicles on the road.



PRO TIP

Get alerts for unsafe DVIRs and schedule preventative maintenance based on mileage or time since last service check with Samsara.

[Learn more at samsara.com](https://www.samsara.com)



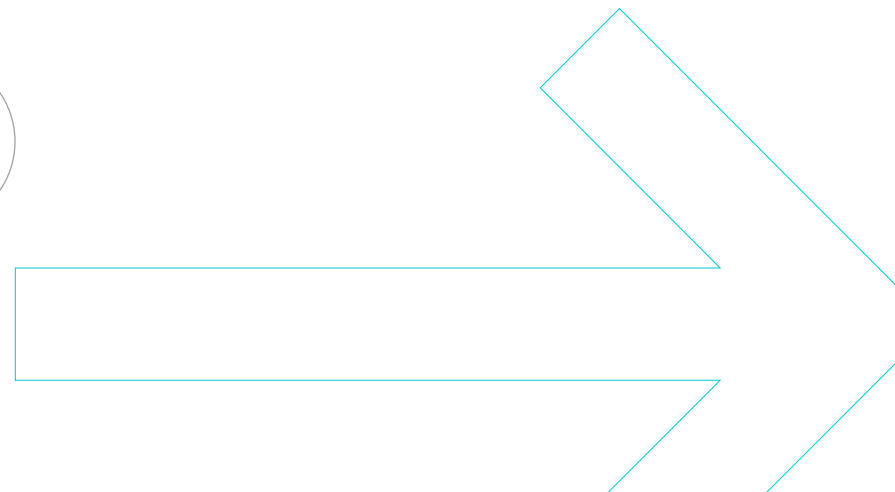
07

Invest in Employee Engagement and Wellbeing

“Trucking is a people business, and employee engagement is critical for us to be successful. Our drivers are our most important asset.”

ROBERT HOWARD

Chief Operating Officer, Dohrn Transfer Company



WELLBEING MIGHT NOT SEEM DIRECTLY RELATED TO SAFETY, but studies show otherwise. In fact, a 2018 Gallup poll found that companies with more engaged employees have 48% fewer safety incidents.¹⁸

At Dohrn, they embrace an employee engagement philosophy that is easily summed up in one sentence: “If we don’t have happy employees here, we’re going to struggle as a company,” said Winthurst.

With 1,200 employees in six Midwestern states (including 350 just in Rock Island, Illinois), this philosophy is part of what has made Dohrn a stalwart of their community, especially in the Quad Cities area. From comprehensive benefits to team bonding events like their quarterly summer cookout, Winthurst said they are “always looking at how to improve wellbeing.”

When Dohrn received a hefty federal tax cut in 2018, they went so far as to share the windfall directly with their employees in the form of a surprise \$1,000 bonus for each person. Heather Dohrn — their current VP of Sales and Marketing and the great-granddaughter of Dohrn’s founder — said this “really went a long way” for their employees, especially because so many are paid hourly.

^{16.} Gallup

^{17.} Driver IQ Recruitment & Retention Survey

^{18.} Gallup

48%

fewer safety incidents at companies with more engaged employees ¹⁶

#1

factor in driver turnover is total compensation, including benefits and perks¹⁷

Of course, bonuses are not always feasible — but they're also not necessary to show your appreciation.

Dohrn does small things, too, like occasionally providing free ice cream on hot days. They also have a quarterly recognition program where supervisors can nominate employees who exemplify outstanding performance in one of Dohrn's five core values (safety, service excellence, customer experience, personal touch, and continuous improvement). Then, employees vote on two award recipients, who are presented with an award for helping make Dohrn "The Best in the Midwest." They often post photos of the award recipients on their Facebook or LinkedIn pages to highlight their employees' hard work and show their appreciation to the broader community.

All of these efforts have led to a 10% decrease in driver turnover for Dohrn — a huge accomplishment given the competitive landscape, and a contributing factor to their excellent safety record. With lower driver turnover, they are able to focus their resources on coaching and rewards — long-term investments that benefit both their drivers and the company as a whole.



Winthurst said investing in employee engagement and wellbeing is a virtuous cycle: engaged employees make your fleet safer, and a safer fleet creates more engaged employees.

Because Dohrn values investing in their employees, Winthurst said, they are able to hire and retain quality members of their team.

WAYS TO INVEST IN EMPLOYEE ENGAGEMENT AND WELLBEING

- Create quarterly traditions, like a summer cookout
- Start a quarterly recognition program based on your core values
- Offer surprise treats, like ice cream on a hot day
- Celebrate promotions on social media
- Distribute bonuses when possible





08

Embrace New Technology

“The more we offer tools that make our team's jobs easier, the more they are engaged in having safe behavior.”

ROBERT HOWARD

Chief Operating Officer, Dohrn Transfer Company



BEYOND CREATING A GREAT PLACE TO WORK, the leadership team at Dohrn says there's another important way they make sure their employees (especially their drivers) stay engaged: embracing new technology.

“Whether it’s at the office or in the truck, we make sure they have the best equipment and the most up-to-date technology to help them perform their job and be safe,” said Howard. “When you do that, you have a workforce that’s engaged in safety.”

In fact, studies have proven that onboard monitoring systems do significantly improve safety. The NSTSCE found that when combined with driver coaching and telematics, dash cams reduced safety-related events by 52%.²¹ Another study found that dual-facing dash cams — which record both the road ahead and in-cab activity — had an even larger effect: a 60% reduction in accidents and an 86% reduction in accident-related costs.²²

Dohrn embraces new technology in a number of ways, from swapping out their trucks for new ones every 5-7 years to installing Samsara Vehicle Gateways and dash cams, which give them more visibility into safety-related events and allow their drivers to log hours and complete DVIRs more efficiently through an easy-to-use app.

^{19.} [Journal of Safety Research](#)

^{20.} [Journal of Safety Research](#)

60%

reduction in incidents when dual-facing dash cams are used¹⁹

86%

reduction in accident-related costs when dual-facing dash cams are used²⁰



But Howard said embracing new technology doesn't just help their employees be more engaged and productive — it also helps Dohrn deliver higher value to their customers.

“The companies that are still in business and leading the industry are the ones that embrace new technology and work with companies like Samsara that are on the cutting edge,” said Howard. “We're always looking for different ways to solve our customers' problems, and technology is a key part of that.”

PRO TIP

It's great to test before you buy — which is why Samsara offers a free trial of our complete video-based driver safety program. Sign up today and get real-time GPS trackers and HD dash cams shipped to you for free, so you can explore our easy-to-use platform and driver coaching tools.

Learn more at samsara.com



TECHNOLOGY TO CONSIDER

- Real-time GPS tracking
- AI-enabled dash cams
- In-cab driver assistance
- Real-time alerts
- Side and rear cameras
- Data-driven coaching tools

BEHIND THE SCENES

How Dohrn Reduced Harsh Events by 88% in 12 Months

“I truly believe we are a safer company today through our team’s engagement with Samsara. It’s not only improving our operating efficiency and saving us money, but also deeply engaging our employees in improving safety.”

MICHAEL LEATHERS

VP of Administration, Dohrn Transfer Company



Dohrn partners with Samsara to outfit their 470 tractors, 75 straight trucks, and 645 drivers with a complete video-based safety program, including real-time GPS tracking and HD dash cams. They rely on Samsara's easy-to-use online platform for harsh event alerts and driver coaching, and their drivers use the Samsara Driver App for HOS compliance, DVIRs, and safety score gamification — a key component of their successful safety program.

With Samsara, Dohrn is able to:

- Monitor safety-related events like harsh braking and speeding in real-time
- Proactively coach drivers and reduce unsafe behaviors
- Exonerate innocent drivers with HD dash cam footage that downloads in minutes
- Track and gamify driver safety scores, enabling a robust rewards program

Learn more about how Samsara can help your fleet decrease harsh events and accidents, exonerate drivers, and protect your brand. Start your free trial today at samsara.com.

DOHRN'S RESULTS WITH SAMBARA

88%

DECREASE
in harsh events

35%

DECREASE
in hours over the speed limit

10%

REDUCTION
in driver turnover





samsara

samsara.com/free-trial