

Carlswood – 3G Vehicle Camera Case Study

Carlswood Transport company specialises in interstate transport and tipper work. Carlswood has a fleet of over 70 vehicles.

As a National company, Carlswood travel between their depot in Brisbane to destinations including Sydney, Melbourne, Bundaberg, Adelaide, Townsville, Emerald, Gladstone, Cairns and Mt Isa. They provide same day express services, mainly comprising full loads to all these destinations and many points in between.



The Highlights

- 50% drop in accident claims against the business
- Improved Driver Behaviour and Morale
- 100 % real-time visibility of all collisions and harsh driving events
- Improved Safety for fleet
- National Coverage, instant reporting

The Challenge

- Save on insurance claims and general vehicle maintenance costs
- Increase Fleet visibility and detect unsafe driving practices
- Improve duty of care, fleet safety and identify possible road hazards
- Improve driver behaviour
- Prove innocence and get first notification of loss
- Improve operational & logistical efficiency by alerting depot manager of potential damage or "down" trucks
- Monitor and reduce fatigue



The Solution



Carlswood already had a basic GPS tracking solution in place and were contemplating adding SD-Card cameras across the fleet as well. Upon further investigation, they discovered the many limitations of these SD-Card cameras, one being the fact that you had to physically remove the SD Card to obtain accident data. Another that they were generally unreliable due to these SD-Cards frequently losing data due to corruption, or incomplete data files. But also that they were easily tampered with. They were looking for a solution that gave them more flexibility, reliability and real-time data.

Carlswood then came across the 3G Camera technology that FleetSeek offered "CAMtracker LIVE", which consisted of a forward facing camera with integrated GPS tracking. They soon found that CAMtracker LIVE being the most advanced device of its kind available in the market, showed Carlswood that it was now possible to get live alerts, and offered reliability in that the device was not reliant on physically removing the SD-Card to obtain the data.

Via live alerts of dangerous driving and accidents along with real-time HD footage, CAMTrackerLIVE offered Carlswood a solution that was an effective safety monitoring solution – which enabled real-time efficiencies, and real-time contingency implementation for businesses.

What this meant to Carlswood? With a solution such as CAMTrackerLIVE on the market, this meant that there was now no need to have two separate solutions (GPS Tracking, and a separate SD-Camera) in place to provide them with the safety monitoring they were seeking as a business. This meant Carlswood was now able to remove the existing GPS tracking units from their trucks, instead replace those with CAMtracker LIVE.

This meant that Carlswood would have complete visibility of the movement of their fleet as well as video footage of all collisions and driving incidents across the fleet via the FleetSeek online portal and smartphone application. In addition, the Carlswood management team would be notified immediately of any event that their trucks were involved in either via email, SMS and push notification. Without the need to obtain accident footage with the removal of the SD card, they now had the ability to watch the video events remotely from their PC as well as their phone.

Testimonial

"The savings that we have had on installing these units, and in terms of the costs of implementing these units, it has more than paid for itself in terms of savings on claim. And great for safety – and visibility, gives you the tool to prove their innocence if they are not fault. For me it gives me back the confidence that I need to have in them.

I have had 3 reasonability deemed accidents, where they would say my truck was at fault. Having the footage has helped me prove accident innocence. The system has made the drivers aware that the cameras are good for them, that it is not there to monitor them, but for assisting them and me, and proving innocence.

Clients that we work with have praised the system, as it has meant that they can see for themselves the visibility of the fleet. Which gives them greater confidence in us as a business.

All those things are what no other GPS system could give us." – Steve, MD, Carlswood

Benefits & Results

Using CAMTrackerLIVE, Carlswood has achieved complete transparency around incidents as they have occurred. This has resulted in significant reduction in road safety, and insurance claims.

With the implementation of the solution, Carlswood has been able to support drivers of collisions that were not at fault and prove their innocence. In turn this has improved driver morale. The solution has also led to improved driver behaviour, and the identification of those drivers that need additional training or support.

This has resulted in thousands of dollars in savings for Carlswood, and the solution has not only improved safety standards, but also assisted in proving innocence. The solution has paid for itself, and saved the business money as well. In addition, the solution has also benefitted Carlswood's clients – with the company being able to offer real-time visibility of the fleet, which has improved customer services. Overall the solution has improved driver and road safety, improved efficiencies, and given Carlswood the tools needed to prove innocence and save on business costs.



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