

CASE STUDY

Markstein Sales Company

60+

Dash cams

83%

Decrease in at-fault safety incidents

\$100,000

Saved per year



samsara



Markstein Sales Company—a California-based regional distributor of Anheuser-Busch and Constellation brand beers—relies on Samsara dash cams to improve fleet safety, save money, and boost driver engagement.

Markstein Sales Company was founded in 1919 with just a horse, wagon, and six cases of beer. Now, they distribute more than 3.5 million cases of Anheuser-Busch and Constellation brand beers across Northern California every year. Built on a firm foundation of great people, great beer brands, and more than 100 years of history, Markstein is committed to delivering excellent customer service to their 1,500+ customers.

After a few accidents served as a wake up call that their current safety program wasn't working, Markstein knew they needed to do something more to improve their fleet safety. That's why Director of Operations Tom Roberts began looking for a dash cam solution that would help him save money, exonerate his drivers from accidents, and coach drivers on defensive driving tactics.

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Getting driver buy-in on dash cams from day one

Getting driver buy-in can be one of the biggest challenges of rolling out a dash cam system. But Roberts found a way to get his drivers excited about dash cams; before rolling out Samsara dash cams across Markstein's entire fleet, Roberts selected his top driver to pilot the system and provide initial feedback. "Inclusion of your drivers is important," said Roberts. "You need to get your drivers to be advocates of the system, and then it's easy."

After the one month pilot concluded, Roberts' top driver became his team's biggest dash cam advocate. "Showing the drivers the footage of things they did right and telling them how great they are really helps," added Roberts. Soon, drivers were talking to each other on a daily basis about dash cams—noting the different ways that the cameras helped their jobs.

Reducing at-fault accidents by changing driver behavior

With a mix of large and small vehicles, Markstein faced approximately 12 at-fault accidents per year, averaging anywhere from \$72,000-\$120,000 in cost.

Before dash cams, Roberts had no easy way to monitor and improve driver behavior. But from the very first day the dash cams were installed, Roberts noticed a change in his team's driving habits. "If people know you're paying attention to what they're doing, they will do a better job. Forward-facing cameras changed behavior," said Roberts. Now, they encourage positive behavior by showing safe driving footage during monthly meetings.

In 2018, Markstein went 258 consecutive days without an at-fault incident and reduced their at-fault incidents by 83%, thanks to the coaching and training enabled by Samsara dash cams.

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Avoiding false claims with video retrieval

Since Markstein's branded trucks are more susceptible to false claims, finding a solution to exonerate their drivers was a high priority.

After one incident left \$12,000 worth of damage, Roberts was able to retrieve the dash cam footage in minutes and send the evidence to the other driver's insurance company. The insurance company accepted liability within just 15 minutes, and the Markstein vehicle was repaired in the body shop just two days later.

In a separate instance, a transport tractor-trailer was delivering beer to the Markstein facility when the driver forgot to set his brake, causing his trailer to ram directly into one of Markstein's vehicles. Instead of alerting someone, the driver left the facility. Roberts retrieved the footage that showed exactly what happened, sent it to the transport company, and settled the claim the same day.

Using dash cam footage to improve route selection

Routes don't always take driver safety into account. One morning, Roberts received an alert for a harsh turn, so he decided to investigate. When he looked at the video in his Safety Inbox, he watched his driver make a risky U-turn through a busy intersection. After the driver explained that the routing software instructed him to make the U-turn, Roberts called his routing manager to find an alternate route that didn't require the dangerous turn. Thankfully, he was able to identify the problematic route and work out a solution before something bad happened.



Samsara has had a positive effect on the culture of our drivers.”

TOM ROBERTS

Director of Operations



Dash cams can save our job because people see Budweiser and see dollar signs. People don't always know Markstein, so if we get in an accident, they call Anheuser-Busch.

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Protecting brand value with dash cams

At-fault incidents didn't just cost Markstein time and money—they affected their partnerships, too. As a licensed distributor of Anheuser-Busch beer products, Markstein's trucks often feature logos of prominent beer brands—like Bud Light, Michelob Ultra, and Stella Artois—on the side of their trailers. This makes each of their trucks a moving target, since some people assume a big brand like Anheuser-Busch means a big payout.

"Dash cams can save our job because people see Budweiser and see dollar signs," explained one Markstein driver. Roberts added, "People don't always know Markstein, so if we get in an accident, they call Anheuser-Busch, which has an impact on our relationship with them."

In fact, upholding the public image of their brand is a key component of their wholesaler equity agreement, the document that details the terms of their partnership.

"If the Bud Light truck is driving around the city cutting people off, you're probably not going to buy Bud Light the next time you go to the store," said Roberts. "This is a hidden impact of not having dash cams to train drivers on safe driving behaviors." By helping them reduce at-fault incidents by 83%, Samsara has given Markstein newfound confidence that they are representing Anheuser-Busch with professionalism, so they can continue to grow their relationship.

Find out how the Samsara platform can help your organization. Email us at sales@samsara.com.

