

CASE STUDY

Stokes Trucking

40+

Vehicle Gateways,
Asset Gateways,
and dash cams

75+

Customers

100+

Loads per week



samsara



Long haul trucking company Stokes Trucking relies on Samsara's complete platform to increase operational efficiency, maximize revenue per load, and improve driver safety.

Founded as a single less-than-truckload (LTL) truck operation in 1979, Stokes Trucking has since grown to nearly 50 vehicles and more than 110 trailers, transporting dry and frozen foods, pharmaceuticals, dairy and cheese, and general freight across the contiguous United States. They provide both local and long haul services for more than 75 customers, transporting over 100 loads every week.

For Stokes' Director of Safety Tyler Howell, efficiency and safety is paramount. In his search for a dash cam provider and a better telematics system, Howell was focused on finding a consolidated platform that could easily integrate with his existing transportation management system (TMS) and supply chain software systems. Ultimately, Howell chose Samsara to maximize trailer utilization, increase revenue, and prevent harsh driving events.



Improving safety and avoiding false claims with dash cams

After experiencing several accidents, Howell and his team knew they needed a dash cam solution that could help prevent unsafe driving behaviors. Aside from expected repair and insurance costs, accidents also caused unexpected downtime, which directly impacted their bottom line because their vehicles were unable to generate revenue.

Since installing Samsara forward-facing dash cams, Howell has been able to use dash cam footage and in-cab alerts to coach drivers more effectively. "We've identified bad habits, and we help our drivers change the behavior before an accident occurs," Howell said. "Month over month we've been reducing our harsh event rate for each driver." Now, thanks to both in-person and in-cab coaching, most of Howell's drivers have less than one harsh event per month.

While Samsara's coaching tools have helped Stokes improve driver behavior, Howell said that the dash cams have an additional benefit: exonerating drivers from false claims.

In one instance, a Stokes driver in Colorado accidentally rear-ended a distracted driver who cut him off and then suddenly braked. After contact was made between the vehicles, both parties got out of their vehicles, and the distracted driver claimed that it was the Stokes driver's fault. But when the Stokes driver said he had a dash cam, the other driver ran to his car and sped off. Luckily, the dash cam captured the license plate of the fleeing driver and Stokes was able to file a claim almost immediately.

"Not only does the company feel a sense of protection by having the cameras, but the drivers do as well. They love the dash cams because they can use the footage to protect themselves," said Howell.

(Cont'd)

Increasing trailer utilization with real-time data & open API

Like many long haul dispatchers, Stokes' team spends much of their time building and scheduling loads within their dispatch (TMS) software. But because their legacy telematics solution didn't integrate with their dispatch software, their daily operations were disconnected. Now with the Samsara open API, the dispatchers' TMS experience is powered by real-time location and HOS data from Samsara. They have all the information they need in one map, saving significant time.

Additionally, this reliable real-time GPS location and HOS visibility supports dispatchers as they look to match available drivers to nearby loads. "Trailers aren't cheap, so you can't afford to have them underutilized," Howell said. In particular, Stokes tries to reduce the number of trailers that are backhauling or moving without loads. This process is easier now, Stokes said, with data from Samsara that allows dispatchers to plan their routes ahead of time.

Eliminating lost trailers with trailer tracking

By placing Samsara Asset Gateways on every trailer, Stokes has been able to track trailers digitally rather than on paper. "Now, we know where all of our trailers are—we're not guessing at their location," Howell said. "We don't have to rely on writing something down and being able to find it and reference it later." This increased tracking ability has allowed Stokes to maximize utilization even more and ensure that all of their trailers are being used efficiently.



It's a simplified process—being able to just see it all in one location. It's easy to pull reports and know exactly where our tractors are and if they're moving or turned on."

TYLER HOWELL

Director of Safety



It keeps our customers and brokers happy because now they can see where their load is in real time.

TYLER HOWELL

Director of Safety

Maximizing revenue per load through supply chain integrations

Stokes primarily works with brokers to transport third party products across the country. In recent years, many brokers have added a stipulation in the fine print of their contracts known as a hold back rate, which allows them to withhold a percentage of the payment for a load if the trucking company does not share location information via their own mobile app.

Before Samsara, Stokes depended on each driver to download the broker-specific mobile apps such as FourKites or MacroPoint and allow the app to track the location of their personal mobile phone. According to Howell, drivers often simply would not do this, which caused Stokes to lose out on significant revenue. "If we don't track our trailers, we're losing out on all of this money that we could have made," said Howell. "Over time, this cost really adds up."

Through the open API, Samsara integrates seamlessly with FourKites and MacroPoint to automatically capture and share real-time trailer location information between each system, eliminating the need for manual work from drivers. This integration offloads the responsibility from the drivers and ensures that Stokes receives the maximum payment per load.

"Once we've given the broker the truck or trailer number, they can track it. It takes the driver out of it—we don't have to rely on them to download the app or log in," said Howell. "It's much simpler, and it keeps our customers and brokers happy because now they can see where their load is in real time."

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

