CASE STUDY:
IMPROVING SAFETY AND RETAINING DRIVERS

As a result of implementing the Lytx DriveCam™ safety program, Easton Coach Company’s paratransit operators are safer, more responsible, and more likely to stay on board.

Challenge
As a company that serves 1.5 million special-needs passengers annually, Eastern Coach makes safety its number one priority. Its hundreds of operators routinely face higher-than-average levels of distractions. So Easton sought a safety solution that could help them actively monitor and improve driver performance.

Solution
Joe Scott, Easton Coach President and CEO, decided to implement the video-based Lytx DriveCam safety program. The DriveCam® program uses patented analytics to compile only relevant recorded video clips of unsafe driving incidents. Easton Managers do not get bombarded with unfiltered video clips, instead, they only get video of behaviors most likely to benefit from coaching. That helps them focus their time where it matters the most. The company also uses the DriveCam program as part of its onboarding training program and ongoing safety meetings; every new operator is trained with the program. Showing real-life DriveCam video clips (with the drivers’ permission) to demonstrate risky driving behavior helps operators see where they can improve. It also helps prepare them for challenges they face on the road every day. This investment in safety has helped improve driver retention by 10 percent.

Results
Within the first few years of installing the DriveCam program, Easton Coach saw dramatic results.

- Reduced the severity of unsafe incidents by 72 percent
- Reduced cell phone use while driving by 73 percent
- Reduced incidents of following too closely by 70 percent
- Decreased the number of traffic violations by 69 percent
- Decrease in accident claims by 40%

10% improvement in driver retention
77% reduction in the number of unsafe incidents
89% improved seatbelt usage

Easton Coach
Company Profile:
- Founded in 1984
- More than 400 vehicles
- 1.5 million passengers per year

“We are far better managers of our drivers because of the DriveCam program. The program has paid for itself five times over.”

JOE SCOTT
President & CEO
Easton Coach

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