Thanks to the DriveCam® Program, US Foods is seeing a continuous decrease in risky driving behavior, resulting in a 50% reduction in minor vehicle accidents in the first six months.

US Foods Embraces the DriveCam Program’s Proactive Approach to Driver Risk Management

- DriveCam video event recording, combined with effective driver coaching, helps US Foods reduce risky driving behavior by 70%
- Food distributor sees 50% reductions in both minor vehicle accidents and worker compensation claims within six months of implementing the DriveCam Program

US Foods is one of America’s leading foodservice distributors to restaurants, healthcare and hospitality facilities, educational institutions and more, offering more than 350,000 national brand products and private label items ranging from meats to produce to frozen foods. Based in Rosemont, Illinois, the company operates a fleet of 6,500 vehicles, mostly 28-53-foot tractor trailers, and employs about 25,000 associates in more than 60 locations.

The majority of US Foods drivers are delivery drivers who go out and come back the same day, with a small portion of them staying out overnight or doing over-the-road driving. Naturally, ensuring safe driving behavior and preventing accidents are among the company’s chief concerns—not only for its drivers’ sakes, but for everyone they encounter on the road.

The DriveCam Difference

According to US Foods Regional Safety Manager Herb Marlowe, the DriveCam Program powered by Lytx™ is the first proactive driver risk management system he has come across, whereas other systems are more reactive in nature. “This allows us to change the behavior prior to the accident, where before it was all based on performance numbers in the past,” Marlowe said.
Lytx’s proactive approach comprises two key components: video event recording that documents specific incidents of bad or risky driving behavior, and dedicated driver coaching to help correct that behavior. With video event recording, Marlowe explained, “I can hear what’s going on, I can see what’s going on, it tells me the time that it’s going on—there’s so much information in that 12-second clip that’s so valuable to us that we never had in any other system before.”

Speaking to the driver coaching combined with the video event recording, Marlowe said, “Now we can look and see what’s happening, and change the behavior before the accident occurs. We can see that behavior, and instead of changing the driver through discipline, we can help them see, proactively, what they’re doing.” Marlowe said that a majority of US Foods divisions are showing coaching effectiveness rates of 65%, adding, “This means that when we sit down with a driver and coach him on a risky behavior, that driver is changing that behavior.”

Deciding Benefits of the DriveCam Program
In the first six months of implementing the DriveCam Program, US Foods saw a 70% decrease in risky driving behaviors such as following too closely, not leaving enough following distance, not looking far enough ahead, not scanning intersections, not scanning the mirrors, and more. “All those types of things are on a constant decrease,” said Marlowe.

In addition, US Foods experienced a 50% reduction in minor vehicle accidents, and a 50% reduction in worker compensation claims—both in the first six months of using the DriveCam Program. “In addition to the coaching and interaction with the supervisors, I think that the raised level of awareness the [video event recorder] brings being in the truck is what gave us those numbers,” Marlowe said. “We’re talking about a 50% reduction in minor vehicle accidents in six months, and I don’t know anybody who wouldn’t make that investment.”

Other benefits for US Foods include increased accountability on the part of the drivers, and exonerations from wrongful claims. According to Marlowe, “There have been multiple cases where the driver has come in and said, ‘Hey, I was driving along and this is what happened,’ and the event clip proved his point. We’ve also seen plenty of times where we’re not going to have a lawsuit now because it’s clear that we didn’t do anything wrong.”

“The Biggest Change in the Industry”
US Foods continues to see a steady decrease in risky driving behavior. “The drivers are actually conscientiously changing their behaviors, and that’s translating into their other work habits as well,” Marlowe said, attributing this result to having the right tools and incentive to improve. “The most important thing to us is getting the driver home at the end of the day safe to his family, and we want to make sure that we don’t hurt anybody else on the road while we’re doing it,” said Marlowe. “[The DriveCam Program] is the best tool in the world for that. It allows us the ability to change the behaviors.”

“The DriveCam Program has been amazing,” Marlowe concludes. “I love the interaction, I love the support that you get from the DriveCam team—to me it’s the biggest change in the industry. If you’re not using it, the question is ‘Why?’”