



CASE STUDY: JOE BLAND CONSTRUCTION

LifeSaver Champion: Jason Fritsche, Safety & Compliance Manager
HQ: Austin, Texas **Insurance Provider:** Cincinnati Insurance

Joe Bland Construction has been operating in Central Texas for over 20 years. Our employees have been able to develop a reputation of integrity and commitment.



“Distracted Driving is an important safety concern for our business.”

With all the technology we’ve added to our fleet to make it safer, we were still missing a key element. In fact, when we reviewed the footage recorded by our dashcams, we discovered that a few of our drivers were still using their cell phones behind the wheel. **The one thing we could not change or effectively monitor was the occasional use of cell phones.** When we spoke with Cincinnati Insurance about our concern, they recommended a fleet safety solution focused on distracted driving prevention called LifeSaver.

Adding LifeSaver to our fleet of drivers was very easy because it’s a software-only solution that doesn’t conflict with our existing dashcam implementation. In fact, we used our mobile device management (MDM) solution to distribute the app to each phone, which made the process even easier. With a robust change in our cell phone policy and the LifeSaver system, we found the last missing piece to the puzzle.

“LifeSaver complements our existing dashcam system.”

Benefits for our business

- LifeSaver’s weekly reports on who is unlocking their phones while in motion combined with the driver daily digests, give me a low-effort way to proactively tackle the problem of distracted driving before it becomes a major issue.
- Our proactive approach to fleet safety with systems like LifeSaver has helped increase our productivity and has helped lower our insurance premiums.
- LifeSaver is very easy to navigate from an administrative side, and is not a hindrance to the drivers once they got used to it. It helps our employees become safer drivers while staying productive.