

## Rear View Safety | Case Study

### How a Dash Camera System Can Help Your

### Business by Changing Driver Behavior

#### Introduction:

Managing a company can be a very difficult and complicated task. You must manage your employees and at the same time give them their own responsibility, independence and autonomy. But what happens when you can't see your employees and fear they are doing whatever they wish and behaving negatively? Many fleet managers have these issues when their drivers behave as they wish on the road. There are even cases where drivers steal from the company and it's a very complicated process to prove they are committing crimes. In addition, drivers that are not monitored may drive in a way that can put them and others in danger.

The case study below details how a business owner, Erik Condee, from Condee Cooling & Electric, Inc. took back control of his business and improved drivers' behavior among his employees solely by installing dash cameras on his fleet.

## CONDEE COOLING & ELECTRIC, INC.

#### **About Condee Cooling & Electric, Inc.:**

**Description:** Condee Cooling and Electric Inc. serves all Marco Island and Naples for air conditioning, cooling heat pumps, gas fireplaces, emergency home standby generators and plumbing repairs, replacements and installation concerns. Air Conditioning AC and cooling heat pump A/C repair, replacement, installation and service in Marco Island is available on all brands.

**Headquarters:** 25 Front St, Marco Island, FL 34145

**Founded:** 1969

**Staff:** +45

**Website:** condee.com



## **General Information about the case:**

Erik Condee, from Condee Cooling & Electric, Inc. was experiencing a wide range of problems within his business. Condee manages a large fleet with many drivers. He frequently noticed items missing from trucks and accidents became a weekly event. He realized that not only was he losing a lot of money in insurance claims and repairs, he was also risking the lives of pedestrians and other drivers on the road.

Many trucking companies and comparable businesses experience similar issues on a daily basis. They all deal with irresponsible drivers that risk the business the safety of other people. All these issues result in unnecessary expenses that harm the business overall and hurt the business's reputation. The solution to those issues was to bring to the drivers, a sense of supervision, resulting in immediate accountability.

In the past Condee didn't have a solution to these issues and had no way to get back the control over the drivers. He believed it was all about the drivers and real change could only if the drivers changed their behavior. However, without the sense of supervision, there would be no accountability and the drivers were completely free to do as they wish and their behavior worsen. Mr. Condee tried everything; meeting and talking to the drivers and even applying progressive discipline, nothing was helped.

## **Plan:**

After thinking about his issue, Condee came to the conclusion he had to give the drivers the feeling of supervision, the knowledge they were being recorded and their actions would be monitored. After a little research Mr. Condee found a solution to his problem: Dash Cameras. For a minimal cost, Mr. Condee realized he could outfit his entire fleet with dash cameras which would record the inside and outside of his trucks. Mr. Condee purchased the RVS-View -I by Rear View Safety Inc. which is a dual lens dash camera that records everything inside and outside the vehicle onto an SD Card. The dual lens camera gave him the option to record the road as well as the driver. The front camera recorded the road and captured any incident that occurred. The camera that faced the driver recorded the driver's behavior while at the wheel.



***RVS-View-I***

---

## **Results**

Within weeks, Mr. Condee saw an immediate improvement in driver behavior. The fact that he could now watch out the front of the truck was an incredible help with insurance and other driver's claims. The drivers, knowing that their driving was being recorded, began to improve their overall performance. His action of getting these cameras reduced the number of accidents and in the long run not only saved money for the company but more importantly saved many people's lives.

In addition, Mr. Condee discovered something he never expected. He was a victim of employee theft. He was able to catch the driver thanks to the presence of the camera that was facing the driver. After the theft was discovered, Mr. Condee was able to pull the storage card from the RVS-View-I and deliver the audio and video information to the authorities. This helped with what would have previously been a lengthy and costly investigation and turned it into an open and shut case for the police. The employee was quickly arrested and the issue was handled through the justice system.

## **Conclusion**

The mere presence of the cameras created an overall awareness among employees that their actions were being monitored. This led to an immediate increase in productivity and a decrease in overall theft as well as negligence among employees. The presence of the cameras not only curbed employees who were wasting time while in the vehicle, but also improved the use of seatbelts and decreased speeding across the board. Mr. Condee noticed drivers beginning to drive better and more strategically and this led to a decrease in minor and major accidents as well as damage to his vehicles.

During a post implementation meeting with Rear View Safety Inc., Mr. Condee stated that his employees all agreed that the RVS-View-I created a much safer and more productive work environment for everyone.

### **Benefits of Dash Cameras**

- 1. Document Driving Accidents.**
- 2. Protect You From Insurance Fraud**
- 3. Document Parking Accidents.**
- 4. Record Other Road Crimes.**
- 5. Record In-Car Driver Activity.**
- 6. Capture the Unexpected.**