



Line haul service provider cuts DOT accidents by 74% & preventable accidents by 33% with Motive.

Learn why one linehaul service provider switched from Lytx to Motive as their preferred VEDR technology partner.



Location
Texas



Fleet Size
125



Type
Trucking & Logistics

A rapidly growing, veteran-owned, independent contractor providing line haul service provider thought their drivers were doing a great job because their Lytx dash cams were not reporting unsafe driving events. The Lytx dash cams captured very few events, giving managers the impression that drivers were driving safely and avoiding safety incidents.

When the company's drivers began having accidents, managers didn't understand why. Beneath the surface, an immense amount of risk was being hidden. As accidents increased, so did accident claim costs, as well as violations

"We had very few alerts from Lytx, giving leadership the impression that we had safety well in hand, but as soon as we switched to Motive, the data told a very different story," says the vice president of risk management.

74%

Reduction in DOT accidents

67%

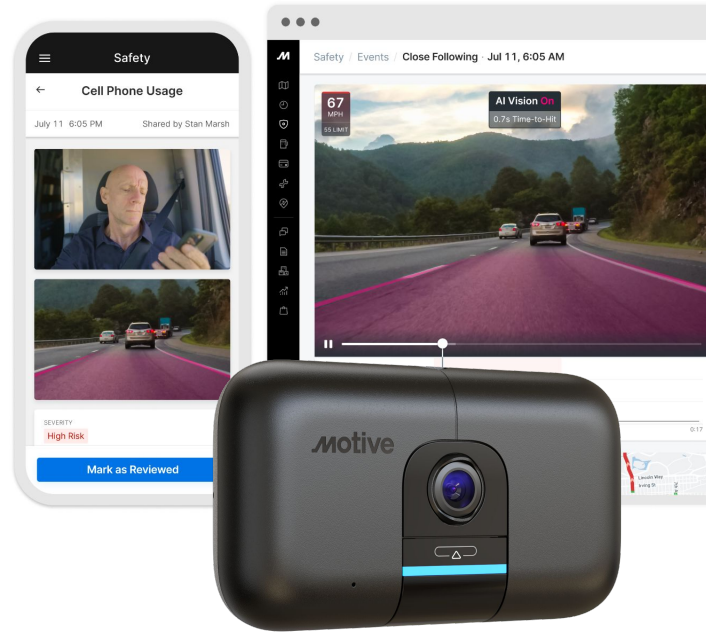
Reduction in total video events

33%

Reduction in preventable accidents

Motive's AI Dashcams have unrivaled risk detection

"When we switched from Lytx to Motive, our recorded speeding events increased from about three to hundreds per month, indicating a much higher level of monitoring accuracy," he says. "The difference in visibility was unbelievable. Under Lytx, we'd been patting ourselves on the back because we thought we were a safe fleet. The minute we switched to Motive, the data told the true story."



"In our first month with Motive, we had hundreds of cell phone events captured. It was eye-opening," he says. Video evidence from Motive's AI Dashcams revealed the truth. "I could see drivers on their phones and I could see them following too closely. Having that awareness has empowered us to make a lot of progress in a very short amount of time." The accuracy of Motive's AI technology to detect unsafe driving behaviors made the switch to Motive an easy decision for the team. According to the vice president, the decision was pivotal in addressing the underlying safety concerns that were previously invisible with the Lytx system.

By focusing almost exclusively on unsafe driving events and compliance violations, the carrier has turned their safety performance around. "With Motive, we now have visibility, showing us where we need to improve, so we can address those behaviors immediately," he says.

"Without Motive, you have a very false sense of success. You don't have any idea what's going on in your trucks. It has been shocking to our executive team and it opened our eyes to what we needed to do."

Vice President Risk Management
Independent contractor providing line haul service

motive

Want to learn more or
ready to purchase?

Contact Motive sales at 1-855-633-9589
go.gomotive.com/transportation-service-providers