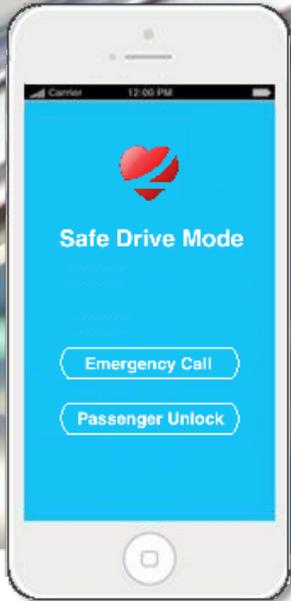


CHANGING THE CULTURE OF DISTRACTED DRIVING



CASE STUDY: ECMD, INC.

CASE STUDY



Employees : 500+

HQ : North Wilkesboro, NC

Offices: 7 locations in 4 states

Insurance Provider:
Cincinnati Insurance

LifeSaver Champion:
Steve Brown, VP-MIS

ECMD: Traditional craftsmanship enhanced by modern technology

By serving a large market that reaches from coast-to-coast, our separate companies achieve economies of scale while specializing on a single complete product category of moldings, boards, stair systems, columns, hardwood floorings, and other building products. Each company is managed and staffed by tightly-focused specialists. Our unique corporate structure lets all four companies operate within a single streamlined supply channel while simultaneously achieving the operating efficiency of a short-line supplier and the broad lines and expert service of a specialist.

ECMD's rising costs from driver collisions

- We approached LifeSaver because our business was seeing an increase in collisions. Safety is our company's #1 priority.
- LifeSaver was recommended to us by our insurance carrier, Cincinnati Insurance, as the preferred solution to lower at-fault collisions for commercial policyholders like ECMD.
- In search of a solution that would be used by employees and would deliver significant savings, ECMD turned to LifeSaver to help eliminate distracted driving.

“We’re already seeing an immediate benefit after our deployment. Our drivers are now fully aware that we take this seriously at ECMD, and we’re all in this together.”

“Our mandate is to use your cell phone safely and let’s all get on with business.”

“LifeSaver provides us the tool to enforce our cell phone driving policy.”

Steve Brown
VP-MIS

Major pain points from distracted driving collisions

- Rising insurance premiums
- Cost of self-insurance
- Injury and loss of productivity

LifeSaver delivered everything ECMD needed

ECMD’s team was initially attracted to LifeSaver by the potential savings, but it quickly became clear the value was far greater. As a complete one-stop-shop solution, LifeSaver delivered an outstanding mobile-friendly user experience for drivers, combined with a real-time administrative dashboard that provides ease of deployment, customizability of the driver app and the dashboard, and increased visibility into driver mobile distraction. As a result, the company’s leaders have seen a decrease in collision by their fleet drivers.

Key reasons ECMD chose LifeSaver

- Hassle-free and reduces distracted driving immediately.
- Simple to deploy. Our drivers were up and running in minutes.
- Highlights problem drivers while leaving the good ones alone.
- Allows for productivity. Navigation and hands-free calls are fine.
- And yes, we are confident this tool will help achieve significant savings.

Why ECMD loves LifeSaver

LifeSaver has effectively reduced distracted driving at ECMD. Looking forward, ECMD is considering additional ways to realize even greater value from LifeSaver. This includes making even better business decisions by leveraging LifeSaver’s driving data to gain greater visibility of its employee drivers, helping to keep them even safer.