

HEIDELBERG DISTRIBUTING MINIMIZES DRIVER RISK AND LIABILITY

Company uses continuous driver monitoring to create a culture of safety



● ABOUT HEIDELBERG DISTRIBUTING COMPANY

For more than 75 years, the Heidelberg Distributing Company has been delivering beverages throughout the Midwest. Privately held, they are now the Midwest's largest beer, wine and spirits distributor, selling 13,500 products to more than 26,000 beverage retailers in Ohio and Kentucky. The company's fleet of 300+ trucks services 630 suppliers. Both Impact magazine and Beverage World have listed the Cincinnati, Ohio-based business in the top 20 distributors for beer volume in the U.S. every year since 2003.



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— Jack Griffin, Heidelberg Operations/Safety Manager

● THE CHALLENGE

With more than 500 drivers on the road every day, driver safety is a key concern for Heidelberg — and as a family-owned, self-insured company, reducing liability exposure is critical. “Our company takes the liability issue very seriously,” says Jack Griffin, Heidelberg Operations/Safety Manager. Heidelberg needed a way to monitor their drivers' records quickly and easily to help them avoid liability, and ensure that only safe, qualified drivers are behind the wheel.

● WHY SAMBASAFETY?

Heidelberg selected the SambaSafety Driver Risk Management service in 2007 due to the fact that SambaSafety is the only company that offers continuous monthly monitoring. In addition, SambaSafety's monthly exception reports identify only those drivers who have new driving violations or changes in license status.

Heidelberg also uses the SambaSafety system to purchase driving records for job candidates, reviewing them before the interview process. When the company hires new drivers, they are enrolled in Heidelberg's driver safety program which utilizes the cloud-based Samba DriverMonitor service.

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SUMMARY AT A GLANCE

- Company manages 500 drivers across two states
- Needed fast online access to driver records
- Services: Samba DriverMonitorSM, Motor Vehicle Records, Samba BackgroundCheckSM



“SambaSafety ensures that we see any changes in our employee’s records, and that lets me take immediate action when necessary,” Griffin says. “Monitoring our driver records every month is far more effective than an annual record review. Who knows what can happen during that year’s time? I can’t take that risk.”

Heidelberg’s risk management responsibilities are distributed throughout the company’s corporate divisions. The company’s human resources department uses the SambaSafety system to request background checks on new applicants, company attorneys use the system to track any accidents, and the operations and safety manager can oversee the safety of day-to-day operations of their fleet.

● THE BENEFITS

Griffin credits SambaSafety with helping them head off problems before they happen. “Company liability can be costly, and we do everything we possibly can to minimize that risk,” Griffin says. “We are fortunate to have a strong team of drivers, but we never take safety for granted.”

By implementing the Samba DriverMonitor service, Heidelberg minimizes company liability and better manages loss control. “We’ve had cases where drivers were unaware their licenses had been suspended,” Griffin says. “SambaSafety allowed us to identify those drivers and resolve the issue before anything serious occurred.”

While Heidelberg continues to expand their market, develop new partners, and acquire new businesses, their fleet continues to grow — and the company sees SambaSafety as a vital part of that growth. Griffin added: “Heidelberg has created a company culture that values safety. As a distributor, nothing is more important than qualifying our drivers — and SambaSafety does just that.”

● NEXT STEPS

For more information about SambaSafety Driver Risk Management solutions, go to www.sambasafety.com or contact us at 888-947-2622 option 4.



SambaSafety is the pioneer and leading provider of driver risk management solutions in North America. Patented technology and advanced workflow management deliver a full range of driver-centric solutions from motor vehicle records and true continuous driver monitoring to driver policy enforcement and benchmarking. Through the collection, correlation and analysis of multiple data sources, SambaSafety enables employers, fleet managers, and insurance carriers to reduce accidents and limit risk—ultimately improving driver and community safety. For more information, go to www.sambasafety.com.

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