CUSTOMER CASE STUDY — CONSTRUCTION

The Rasmussen Group uses AI-based solutions to improve driver and worksite safety

500
DRIVERS

500
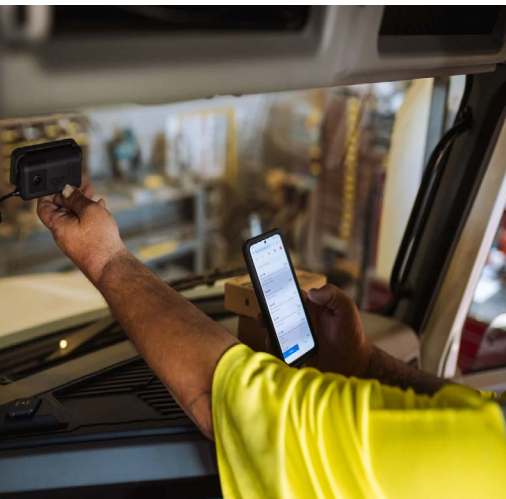VEHICLES

31
SITES

CHALLENGE

The Rasmussen Group often delivers materials to hazardous construction sites, navigating rough terrain, hilly areas, and tight residential spaces. Drivers must adapt to different situations daily, which can be risky. Promoting safe driving practices, such as coming to a full stop at intersections, maintaining appropriate following distances, and minimizing harsh turns, is pivotal to ensure timely and efficient service, thereby satisfying customers.

SOLUTION

Rasmussen built a valuable driver coaching program using footage and insights from **Samsara AI Dash Cams** deployed across their fleet. To address challenging and potentially hazardous conditions at construction sites, Rasmussen used Samsara's in-cab alerts to coach drivers in the moment. With **Samsara HD Camera Connector**, Concrete Supply—an operating company under Rasmussen—is able to leverage backup cameras for enhanced safety.

RESULTS

With Samsara, Rasmussen has **decreased mobile usage while driving by 90%, speeding and running stop signs by 70%, and backup incidents by 25%**. With this technology, **safety coaches have seen a 30% increase in time savings**. Furthermore, Rasmussen is now easily able to exonerate not-at-fault drivers, after a recent incident, they exonerated a driver at the scene, **saving an estimated $1.2 million.**

"Our drivers operate in high-risk, unpredictable environments. The AI technology powering in-cab alerts helps us proactively improve driver awareness and safety.

TIM JANSSEN, Senior Director, Field Operations Support