

CASE STUDY

ROYAL FOOD SERVICE & GUARDIAN – FIELD TO PLATE WITHOUT MISHAP

“Our people are our most important resource. Guardian has made our drivers safer every day by keeping them alert and free from distraction.”

MARK MCCLENDON,
ROYAL FOOD SERVICE

SEEINGMACHINES.COM



CLIENT PROBLEM

- Fleet drivers under time pressure due to perishable cargo, tight deadlines and exacting 'field to plate' standards
- Several serious truck accidents lacked satisfactory explanation
- Royal Foods wanted real-time (not post hoc) information about cab environment and road conditions

GUARDIAN SOLUTION

- Guardian was implemented in Royal Foods' fleet
- Guardian's algorithms monitor driver's eye and head movements in real time; a forward-facing camera monitors the road
- Immediate in-cab seat vibration and audible alarms alert the driver
- 24/7 event reviewing and support by 24/7 Guardian Centre
- System data allows continuous safety improvement

CLIENT OUTCOME

- Immediate reduction in driver distraction
- Management alerted to drivers dozing or asleep at the wheel
- Increased awareness of the dangers of driver fatigue and distraction
- Guardian made drivers safe by keeping them alert and free from distraction
- Clear message to drivers: safety is a top priority

Royal Food Service (Royal Foods) is a privately owned fresh produce and dairy distribution company that was established in Atlanta, Georgia in 1994. Today, as a major fresh foods and dairy distributor for the south-eastern USA, Royal Foods services a wide area of Alabama, South Carolina and Georgia, as well as parts of Tennessee.

The combination of a perishable commodity – the fleet distributes fresh fruit and vegetables, dairy, eggs, fruit juice, dried fruits and nuts, Kosher pickles, individually quick-frozen fruits, Napa Valley purées, herbs, fresh olives and seasonal produce. Their commitment to unparalleled quality control means that it's crucial for Royal Foods to deliver produce on time and in perfect condition.

Royal Foods calls this their 'field to the plate' guarantee.

In order to maximise the shelf life of produce and achieve superior quality and service, Royal Foods has invested in a high-tech fleet of refrigerated trucks. The trucks are pre-cooled prior to loading and then maintained at optimum temperatures with the aid of real-time GPS technology. Every truck is fitted with an on-board radio that allows

management to monitor delivery scheduling and communicate potential delays to their customers – delays due to traffic, road accident or other unforeseen circumstances.

But for Royal Foods, it's not all about the cargo: the company regards people as its most important resource, and safety is a top priority. For this reason, a series of serious accidents involving Royal Foods fleet trucks – and lacking satisfactory explanation – was of major concern.

Having researched the options, Royal Foods elected to fit Guardian in their trucks. They chose Guardian because of its unique in-cab alerts that provide real-time feedback rather than the after-the-fact (and hence, too late) information provided by other systems. Also, and crucially, Guardian is uniquely able to intervene and change driver behaviour before accidents occur.

Once operational, data generated by Guardian alerted Royal Foods management to a disturbing fact: that some of their drivers were dozing off or even falling asleep at the wheel. On a positive note, however, implementing Guardian heightened both driver and management awareness about driver fatigue and distraction, and there was an immediate reduction in driver distraction. In addition, management believed that adopting Guardian sent a clear message to the truck drivers: that safety is a top priority for Royal Foods.

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