

CASE STUDY

Bob's Heating and Air Conditioning

300+

Vehicles

270 days

Without an at-fault incident

60%

Decrease in incident rates

400+

Technician hours saved annually



samsara



How Bob's Heating and Air Conditioning improved technician safety and productivity.

[Bob's Heating and Air Conditioning](#) is a family-owned business with more than six decades of industry experience. With a fleet of more than 300 vehicles, they make up the largest heating and air conditioning installation and servicing company in the Pacific Northwest.

To manage such a large fleet, Bob's sought a comprehensive video-based safety solution. "We already had a pretty good history of using telematics and consistently tracking our fleet performance," said Clark Bussell, Safety Manager. "Using dash cams was a natural next step."

Connecting their operations with Samsara didn't stop there—Bob's is also an early adopter of [Samsara Fleet](#), a mobile app that makes it possible to manage their fleet from anywhere, at any time. "Samsara Fleet is a real game changer," said Adam Barhan, Business Solutions Manager.

Real-life footage improves coaching and reduces incident rates

Bob's has always considered safety their top priority, and it's an important part of their company culture. Since adopting [Samsara's video-based safety](#), the frequency of incidents have decreased dramatically. "Previously, our frequency was about one incident every month. After installing Samsara AI Dash Cams, we went about **270 days without an at-fault incident**," said Bussell.



Despite the challenges [around labor fluctuations], our incident rates are much lower than what they previously were.

CLARK BUSSELL

Safety Manager

When incidents do happen, however, Bob's is able to use footage captured by Samsara to determine fault and exonerate innocent drivers. "We had a pretty bad incident recently. If we didn't have the dash cam to refute the incident claim, we would've had to just take the incident report and circumstantial evidence at face value," said Barhan.

Before the pandemic, Bussell used real-life footage captured by Samsara AI Dash Cams to encourage safe driving during weekly meetings with his team. In these training sessions, real footage is taken directly from the Safety Inbox, which lets admins proactively review driver behavior and be notified of safety-related events in real time. "When we look at these videos, we encourage our drivers to think about what they would do in that scenario," said Bussell.

Fast forward to 2022—the global pandemic and labor challenges have made technician engagement and hiring a challenge. Even so, the team managed to **reduce per vehicle incident rates by around 60%** compared to before adopting Samsara. "Due to labor

fluctuations, we continue to look outside of normal avenues to hire the amazing team members that our customers demand," said Bussell. "Despite the challenges, our incident rates are much lower than what they previously were."

Samsara Fleet Mobile App and Telematics enables technicians to focus on service

The Bob's team uses the Samsara Fleet mobile app and remote diagnostics to proactively manage their vehicles and keep their technicians on the road.

Samsara's full suite of advanced telematics features—including real-time GPS, remote vehicle diagnostics, and the Samsara Fleet mobile app—equips fleet managers with the ability to seamlessly manage the safety and reliability of their vehicles right at their fingertips. "Our managers rely on the app heavily. They use GPS and vehicle diagnostics to locate their team," said Bussell.

BOB'S HEATING AND AIR CONDITIONING

(Cont'd)

During road emergencies related to service vehicles, Samsara's remote vehicle diagnostics enables Bob's to save anywhere from **four hours to multiple days of their technician's time—adding up to hundreds of hours and thousands of dollars saved per year.** For example, Bob's recently used Samsara to quickly respond to a dire emergency situation. "I was able to direct the tow truck right to his location. I could see the fuel level, tire pressure, and that his check engine light was on, so I could rule out that he had run out of gas. It was so easy being able to check all of those in real time, even though I couldn't communicate with the driver," said Barhan.

Furthermore, insights from Samsara have helped Bob's get the most out of their vehicles. "We use Samsara's remote diagnostics everyday for a couple of hours to track mileage and to keep an eye out on the health of older vehicles. Given today's supply chain shortage, it's huge to be able to extend the life of older vehicles through maintenance," said Bussell.

Getting creative with dash cams to improve technician experience

Part of empowering your frontline workers means helping them serve clients quickly and efficiently. To ensure technicians can seamlessly respond to a customer call, Bob's maintains three large warehouses.

Before, locating and extracting a vehicle parked deep within a warehouse was a logistical challenge. Now, Bussell has found a creative solution to this problem using Samsara. Prior to a technician arriving at the warehouse to pick up their vehicle, the team determines the vehicle's location by taking a snapshot with the AI Dash Cam. Then, an admin can see exactly where and how deep the vehicle is parked.

If the vehicle is, for example, three cars deep, they can pull the keys for all three cars and move them, all before the technician arrives. That way the technician can simply get in and drive to the jobsite.

Bob's care and consideration for their technicians improves morale and employee satisfaction. "We try to take care of our technicians and support them so their job is as easy as possible."



Samsara's remote vehicle diagnostics enables Bob's to save anywhere from four hours to several days of their technician's time

CLARK BUSSELL

Safety Manager

BOB'S HEATING AND AIR CONDITIONING

(Cont'd)



Samsara's technology boosts technician safety, efficiency, and morale

Samsara has helped Bob's build a culture of safety and efficiency. Managers have visibility into their workforce with insights from the Samsara Fleet mobile app, which they can access from anywhere. With Samsara AI Dash Cams and driver coaching workflows, Bob's is able to improve technician safety and ensure they remain on the road doing what they do best—serving customers.

On top of that, Samsara's impact is not only felt by technicians in the field, but across the entire Bob's business. Word of their exceptional service gets around. "We receive a considerable amount of

advertising through word of mouth from our trucks being in local neighborhoods," said Barhan. "Recently, somebody reached out to our call center to praise one of our drivers, which is fantastic. They aren't necessarily our customers currently, but they very well could be in the future."

Find out how the Samsara platform can help your organization. Email us at sales@samsara.com.

