

THE CLIENT

Eassons Transport Ltd. is a rapidly growing trucking company based in Kentville, Nova Scotia that specializes in hauling temperature-controlled goods all over North America. Eassons has grown from a two-truck operation to a company that now employs over 500 people with 325 trucks on the road. Although Eassons has acquired several companies over the years, the company is still very much in the hands of the Eassons family. The company attributes much of its success by having a forwardthinking mindset and an entrepreneurial spirit, meaning that they embrace change, innovation and strive for continuous improvement.

THE DREAM TEAMS OPPORTUNITY

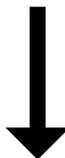
Trevor Bent, VP Human Resources and Safety joined the Eassons family in 2009. He has been integral to the growth and success of the company as a whole and particularly in building a safety centric culture. Safety is a major concern facing the transportation industry because it can result in lost time, damaged equipment, levied fines, and in some cases, bodily injury. The effect on the company is, of course, higher costs, lost revenue and a damaging reputation. Trevor saw an opportunity to use The Predictive Index Behavioral Assessment[®] in conjunction with risk mitigation and safety to overall improve their accident rates and driver safety.

THE SOLUTION

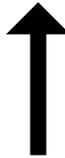
Through the use of dash cameras located inside of the work trucks, Trevor was able to look at the accident history of the driver and compare his or her driving performance to their behavioral profile. There was sufficient evidence to suggest that drivers that exhibited certain behavioral characteristics had a significantly better driving record.

These individuals were cautious, detail oriented, methodical, risk adverse and deliberate. In comparison, those individuals that were more fast-paced, impatient with routine, socially focused, and venturesome had a significantly higher accident rate. The Predictive Index Behavioral Assessment[®] is able to pin-point those specific characteristics with a high degree of accuracy.

Trevor is now able to apply this model of a "safe driver" to make evidence-based hiring decisions and for monitoring and coaching existing employees to become more safety conscious, creating the Dream Team Eassons needed.

**50%**

**AVERAGE DECREASE
IN HIRING TIME**

**12%**

**AVERAGE BUSINESS GROWTH
USING THE PREDICTIVE INDEX**

"You should be using The Predictive Index Behavioural Assessment[®] to provide objective data to get at the root cause of your safety challenges."



**- Trevor Bent
VP - Safety and HR
GFS, British Columbia**