



Redden Concrete Saves on Liability Insurance with AT&T Fleet Complete

About the Company

Redden Concrete is a commercial concrete contractor serving the Dallas-Fort Worth Metroplex. Redden specializes in servicing companies in manufacturing, education, hospitality, warehousing, churches, medical facilities, and large scale commercial developments.

Brooke Redden, Vice President of Redden Concrete, is in the business of risk mitigation. Everything from dealing with the client to monitoring the safety and whereabouts of assets and staff.

Challenges

Streamlining Operations with One Integrated Solution

Operating for over a decade, Redden Concrete has continually expanded its fleet and needed reliable fleet management solutions to monitor their vehicles, drivers, and equipment. After working with other providers, Brooke was determined to find an intuitive system with dependable tracking technology and exceptional customer service.

Prior to onboarding with AT&T Fleet Complete, Brooke encountered numerous instances where company assets went missing due to unreliable tracking and lack of paper trails. Asset trackers from previous providers were easily removed from equipment, resulting in unreliable data. The most significant pain point for Brooke was the poor user experience while navigating her previous providers' fleet management platforms.

Redden Concrete also faced issues with assets disappearing with little to no traceability, as other providers' asset trackers were easy to remove. Additionally, the company sought to enhance its fleet safety program to protect drivers and uphold the brand's reputation with cutting-edge AI video telematics.

Brooke desired a simple, reliable, and easily integrated solution for the company's expanding fleet. Her AT&T representative recommended integrating Fleet Complete for an all-in-one fleet management solution. The simplicity and convenience of having one monthly bill reflecting all business phones, tablets, and fleet management solutions "just made perfect sense."





Solutions

Complete Visibility and Driver Protection

With the FC Insights Solution Suite, Brooke now has access to comprehensive fleet tracking, AI video telematics, and ELD compliance solutions. She logs into AT&T Fleet Complete's dashboard daily to manage the company's assets and monitor driver behavior. When risky behavior is detected, Brooke follows up with drivers for coaching opportunities or to gather more information about events that suggest a collision or near-collision.

To monitor high-value equipment across expansive job sites, Brooke uses AT&T Fleet Complete's hard-wired asset trackers for field equipment like skid steers, excavators, and drill machines. For non-powered assets, such as trailers, solar trackers are employed to ensure continuous monitoring.

Brooke shares: "I believe this is our third year now that we've been with AT&T Fleet Complete. We have well over 200 trackers and it was a wonderful transition. The online interface for tracking is so easy and we are very happy with the customer service."

Results

Protecting Fleet Drivers, Assets, and Bottom Line

Insurance Savings:

With a record of using connected fleet management solutions, Brooke has been able to leverage better rates for Redden. "I have seen insurance savings. Having had fleet tracking and video telematics for so many years, our provider has helped us save on insurance premiums." With lower rates and a reduced risk in liability, Brooke can continue to reinvest in accumulating equipment to better serve Redden clients.

Better User Experience:

Brooke wanted an all-in-one solution with a user-friendly interface, so she and her team stayed organized and efficient. When presented with an intuitive platform and the option to streamline her phone and business solutions to one monthly bill, Brooke explained that, "AT&T Fleet Complete just made perfect sense."

Driver Exoneration:

FC Vision, Fleet Complete's AI-powered dash camera, provides comprehensive and critical visibility in the event of an incident. When a nearby collision caused a vehicle to crash in front of one of their trucks, footage from FC Vision allowed Brooke to exonerate the driver. She was able to provide valuable footage to the insurance company, stating, "There was no liability on our part, and we were able to get our vehicle fixed in a timely manner because we had proof of exactly what happened."

Loss Prevention:

With reliable and near real-time fleet tracking, Redden has been able to locate and retrieve assets from where they shouldn't be across extensive job sites. "Our Logistics Director uses the FC Hub app multiple times a day for fleet connectivity. It allows him to easily send drivers to precise locations to pick up items as needed," says Brooke.

Complete Visibility:

Brooke's role demands diligence when it comes to risk management. From dealing with a client, to driver behavior, to asset tracking, she uses AT&T Fleet Complete to remain connected with her fleet at all times.

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Brooke Redden,
Vice President of Redden Concrete

Why AT&T Business?

Connect people, devices, applications, and more to our secure and reliable network to unleash the power of your data. Let our experts work with you to solve your IoT challenges and accelerate outcomes. Your business deserves the AT&T Business difference—a new standard for networking.

Contact your AT&T account representative or learn more at: att.com/fleetcomplete