

Case Study

Seon Camera Systems Provide Peace-of-mind for Transit Agencies



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"Our biggest problems were false claims and allegations against our bus drivers — with Seon's camera systems, we can easily determine what happened and get the peace-of-mind we deserve."

Robert Lockman – Risk Manager

The Transit Authority of Northern Kentucky Prefers Seon over other Bus Camera Vendors

Robert Lockman, Risk Manager at the Transit Authority of Northern Kentucky (TANK), joined the TANK team in 2010. TANK operates 27 routes, through 19 Park & Ride locations, 365 days a year. When he started, TANK had mobile surveillance systems installed on their fleet — there were some Seon products, but most systems were from a different vendor. Lockman is a firm believer in mobile surveillance: "I've never worked in transit with no cameras on the buses," he says. "However, I have talked to some transit staff from other locations that do not have cameras – primarily smaller sized bus companies. My first question to the managers and directors is, 'Why do you not have cameras?' – it doesn't make sense to me with the benefits they provide."

Lockman reflects on how he decided to purchase more Seon cameras for his buses. "When I first came to TANK, I could see that Seon's products had the better video image quality," he recalls. "Also, the other vendor's footage was very slow to load and view on the computer. I could not fast forward the video, which wasted time when trying to find a particular incident."

THE CHALLENGE

- Investigation on false injury claims
- Investigation of allegations against bus drivers
- Already had some bus cameras, but poor in quality and had limitations viewing footage
- Low level of bus camera technology knowledge

THE SOLUTION

Seon's Mobile Surveillance for Transit Fleet

- Seon Digital Video Recording (DVR) Systems

THE RESULTS

- Prevention of false injury claims (incidents & accidents)
- Mitigation of allegations against bus drivers (prevention of potential litigation)
- ROI: Seon's mobile surveillance solution paid for itself in the 4 years Robert Lockman has been at TANK (Example: potential litigation can amount from \$10,000 to \$25,000 — approximately the cost of 1-3 Seon DVR Systems)
- Increased knowledge about mobile surveillance technology (Seon systems are user-friendly)

COMPANY PROFILE

- Transit Authority of Northern Kentucky (TANK)
- 100 - 120 buses
- 3.3 - 3.7 million passengers transported annually

EXHIBIT "A"

It became clear to Lockman that it was time to phase out the other vendor and bring in more of Seon's products. "Every year we would purchase new buses and retrofit them with Seon's mobile surveillance camera systems," says Lockman. "We would update buses that currently had the other vendor's products with Seon's."

Seon Camera Systems Provide Users with Confidence to View Video

Lockman explains that for him, mobile surveillance technology did not come naturally. At first he felt nervous and hesitant to use the product and view the video.

"I was not very familiar on how to get started using mobile surveillance. Although I wanted to learn, I was afraid to use it," he says. "I'm not technologically inclined – I never had any training on video. I had a clerical employee at TANK show me how to look at the video and save it. She gave me a brief demonstration of this, and that was it."

Lockman goes on to explain that once he started getting into it, his confidence with the product grew. "The more I viewed the video, the more comfortable I got – I realized

"The more I would view Seon's video, the more comfortable and confident I became with the technology."

how user-friendly Seon's products and software are," he states. "My Seon sales executive at the time, Mike Bismeyer, came in and demonstrated how to use the system — Seon has such exceptional customer service. If I ever have questions or need anything I have support. Whenever I have had to call into service, the team was helpful and efficient."

Lockman describes a typical scenario when needing to view video: "I pull the hard drive from the bus and pop it into the hard drive reader at my computer. If I know the time of the incident or accident, I click the mouse and go right to that specific time of the recording. If I'm unsure of the exact time, it is simple to get to the point of the incident because I can fast forward and rewind quick-and-easy. This saves me a great deal of time! For me to be



able to talk about this is a really big thing — if I can do it, anyone can do it! Seon's products are so easy to use."

Mitigate Fraudulent Accident and Incident Claims

One of the biggest issues at TANK is when they have false accident or injury claims. Along with these concerns are false allegations against the bus drivers. "Often our bus drivers have allegations against them from passengers," says Lockman. "For example, a passenger may claim that the bus driver was rude, or that he did something wrong. With Seon's bus camera recordings, we pull the hard drive, view the video, and 99 out of 100 times, the allegation against the bus driver was false."

"It is hard to figure out the truth without bus cameras — Seon's products give us the means to know what happened."

In regards to accidents and incidents with public transit, bus cameras provide the video needed to know exactly what happened to mitigate fraudulent claims. Lockman explains, "Whether there is a collision or someone trips and falls, I have never had anything but reward by viewing the video. I understand that there are two sides to every story — with video I can see the truth for myself."

Lockman explains the benefit of having video over not. "Incidents happen every single day of the week: an accident, someone falling, a passenger saying the driver was rude, and so on. Video helps immensely in saving time for human resources, the risk management team, the transportation department, and managing/training bus drivers. There are some drivers that feel they are being watched, but I tell them this: if you aren't doing anything wrong, you don't have to worry about the cameras — the video is going to help you rather than hurt you."

ROI with Savings from Prevention of Potential Litigation — Mobile Surveillance Systems Have Recovered their Cost

Lockman clarifies that the Seon mobile surveillance systems have recovered their cost. The camera systems are a huge return on investment with time savings and prevention of potential litigation cost. "Having mobile surveillance is a huge ROI. I can always see who is at fault in an accident or incident, and this saves so much time. Even further, subrogation claims have ended up paying me when they were looking for me to pay them!"

"Over the four years I've been with TANK I've saved more than what the cost of the mobile surveillance systems were."

When asked how much he felt he has saved with mobile surveillance, Lockman responded, "It is hard to come up with a number. Every year is different in regards to the amount of incident and accident claims we receive — sometimes it is a property damage claim, sometimes it is a claim for bodily injuries. Whatever the claim may be, if it went through or if it was investigated further without video, the dollar amount we could spend is substantial for each claim."



Lockman gives an example of how much money having a mobile surveillance could save. "We had a false injury claim at TANK. A woman said that the bus driver slammed on the brakes and that she fell and broke her ribs. After pulling the video and showing it to the attorney, he immediately walked away because the claim was so visibly false. This claim could have cost us \$10,000 to \$25,000."

Lockman sums it up by explaining that although Seon's mobile surveillance is a proven ROI, it is much more than that. "Over the four years I have been here, I definitely have saved more than what the cost of the camera systems were. That being said, the Seon mobile surveillance systems' importance is much more than the ROI: they help provide a safe place for our bus drivers and passengers. They reveal the truth in seconds. They save time and heartache. The worth of the systems is much more than a dollar amount."