



mix | TELEMATICS

CUSTOMER

CASE STUDY



Thanks to Mix Telematics' solutions we have managed to create a harmonious workplace, where all of the sectors work as one team. It has created an environment where everyone is working towards a common goal and, this way, we always achieve the results we need



- Celso Ricardo, Human Resources Manager, Auto Onibus Moratense



About Us

Mix Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS, to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security.

01

CUSTOMER

Auto Onibus Moratense

02

REGION

Brazil

03

INDUSTRY

Public transport

04

CONNECTED VEHICLES

111

05

VEHICLE TYPES

Buses

06

AIMS

Decrease amount of fuel consumption in buses, become more environmentally-friendly, improve efficiency

07

RESULTS

Reduced diesel consumption, improvement in driver behaviour

08

WEBSITE

www.moratense.com.br/

Auto Onibus Moratense pumps the brakes on fuel waste and becomes more eco-friendly with MiX Telematics

Aiming for a greener future

Auto Onibus Moratense was founded back in 1982 and is headquartered in Francisco Morato city, located in the northwest region of São Paulo, Brazil. About 700 employees form part of Auto Onibus Moratense, which services 23 municipal bus lines and 2 metropolitan lines.

Auto Onibus Moratense became ISO 9001 certified in 2010, which sets out the criteria for quality management including strong customer focus, continual improvement, evidence-based decision-making, a process approach and more.

One of the key performance indicators (KPIs) for Auto Onibus Moratense is the reduction of fuel consumption. They understand that drivers not only provide a transportation service but also offer a social and environmental service to the community, hence the eco-centric focus of the company.

Auto Onibus Moratense entered into a partnership with MiX Telematics after seeing their large global footprint and their extensive support offering.

After doing a needs analysis, MiX Fleet Manager was selected as the perfect solution to monitor the company's fuel consumption for the purpose of lowering overall usage.



Tackling driving behavior to save fuel

In order to aid Carey Worldwide Chauffeur Services in achieving their goal of providing a safer, more efficient service to their customers, they chose the MiX Fleet Manager solution from MiX Telematics, alongside the optional RIBAS Display and MyMiX Driver app.

MiX Fleet Manager allows the analysis and management of both vehicle and driver performance through the MiX software platform. Over-revving, excessive idling, harsh braking, harsh acceleration and over-speeding are the five vital factors that were measured using the RIBAS Display.

A weekly driver scoring report was generated to assist drivers in knowing what areas require improvement. Drivers were able to keep up with progress via the MyMiX app.

In addition to the aforementioned, a MiX Telematics fleet management consultant was appointed to deliver a variety of driver development workshops over a six-month period. Some of the topics covered in these workshops included:

- Safe driving strategy
- The benefits of adopting telematics
- Driving with RIBAS

These workshops covered safe driving techniques extensively, making sure to highlight areas on the road where risks are at their highest. Combining this with MiX Fleet Manager and RIBAS ensured that drivers were given the best chance of reaching both their and the company's goals.

The training also includes lessons for drivers on how they can improve their driving technique (in other words, drive safer and more economically). Implementing this training, drivers can improve their ranking on the scoreboard.

After training sessions, meetings are held to show each driver how they have performed within a specific time period and what they can do to improve.

Statistical analysis is no longer reliant on manual input.

This is because MiX Fleet Manager and its on-board computer automates all data collection and allows it to be managed in real time.

Results

This feature offers both customers and stakeholders the promise of greater reliability, speed of response and traceability of data.

Celso Ricardo, human resources manager at Auto Onibus Moratense, explains that many areas, including maintenance control, human resources, IT and operational services, were involved during the proof of concept. A total of 10 contributors followed the project's daily evolution. "With the entire fleet currently using MiX Telematics' technology, we have two instructors who are exclusively focused on driver training in an effort to end doubts and offer ongoing technical support," he says.

Uniting for success

Auto Onibus Moratense verified that they saw an average 13.7% reduction in fuel consumption as a result of using MiX Telematics' technology. One driver registered an impressive 23% improvement by simply applying the rules of eco-driving as was taught in training. The bus line that this improvement was seen on is the biggest one in the fleet and it tackles the most aggressive topography, which is a large cost reduction for the company.

According to Bruno Santos, engineer and director of sales and operations at MiX Telematics Brazil, when companies like Auto Onibus Moratense dedicate themselves to using telematics technology to improve operational efficiency, fuel reductions are significant. This is also good for the company's financial health, making it possible for them to invest more in driver training and raise the overall quality of their services.



To properly implement the solution in the entire fleet, fuel consumption reduction was checked in every vehicle model, no exceptions, and it was found to be situated in the range of 10% to 15%. The technology made it possible for the managers to audit driving behavior and establish a quality pattern, emphasizes Bruno.



Celso Ricardo mentions that using the MiX Telematics technology has helped create a harmonious workplace, where all sectors work together. Everyone is working towards a common goal which means that it's easier to achieve the necessary results.

Drivers can also receive awards for reducing their fuel consumption which has helped encourage them to continually strive towards improving their ranking. It also helps them understand how important the part they play in the fleet is and how their actions help to improve the fleet's overall performance.

Average fuel consumption reduced by:



miX | TELEMATICS

www.mixtelematics.com.br