



CUSTOMER CASE STUDY



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Working with MiX Telematics was a decision taken to standardise tracking and the reporting for the group. This has enabled SPAR to reduce speeding events and excessive idling, which has had a positive effect on fuel consumption and at the same time enables us to highlight driver training requirements. We are very pleased with the results being achieved and the potential going forward.

- Charles Davidson, Group Transport Manager, SPAR Group Head Office

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CUSTOMER

SPAR KwaZulu-Natal

TOTAL FLEET SIZE

102

INDUSTRY

Retail

REGION

KwaZulu-Natal (province), South Africa

SOLUTION

MiX Fleet Manager with FM

WEBSITE

www.spar.co.za

About MiX Telematics

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.



SPAR specialises in **sourcing the finest produce** and the **freshest meat**, as well as producing daily baked goods – at the right price. SPAR's KwaZulu-Natal (KZN) distribution centre services **180 SPAR outlets**, representing one of the **largest distribution centres in South Africa**.

Other distribution centres in the country can be found in Gauteng, the Eastern Cape, the Western Cape and Mpumalanga.

Business challenge

The fleet management solution implemented for SPAR KZN consists of MiX Telematics' FM Communicator – its flagship on-board computer, and FM-Web – the company's secure, online tracking and information portal.

Features that the customer is heavily reliant on include active tracking and driver behaviour monitoring.

SPAR KZN opted for a comprehensive solution that would allow them to track and better manage their vehicles and drivers.

The decision to elect MiX Telematics as their fleet management partner was taken based on the system's proven capabilities. From the outset, SPAR KZN's aim was to team up with an established leading provider of fleet management, driver safety and vehicle tracking solutions.

Solution provided

Trucks were fitted over a period of two weeks. Once the installation was complete, reports were set up and the customer was immediately able to start monitoring and recording their fuel usage.

About a month later, Carrus Logistics installed an onsite refuelling station to help them keep even closer tabs on their fuel usage.

All the customer's smaller vehicles have also been fitted with stolen vehicle recovery units from Beame, MiX Telematics's consumer brand, helping to improve security.

Implementation

Over a period of two to three weeks, SPAR KZN's entire fleet of 102 trucks was fitted with the MiX Telematics solution. The on-board computer, or FM Communicator, was installed in each of the truck tractors.

Local channel partner, Soltrack, plays an integral role in the implementation of the solution. This included the placement of an on-site fleet management technician throughout the implementation phase.

SPAR KZN installed a projector in the workflow area of the distribution centre. Incorporating visibility of the division's fleet being tracked in real-time, they say, helped to successfully market the new solution internally. This was complimented by strong support from senior management.

RESULTS

Results obtained

Being able to locate their vehicles and optimise delivery schedules accordingly has enabled SPAR KZN to boost their customer service levels. Along with real-time and historical tracking, this is made possible through features like 'Find nearest vehicle' which enables the customer to respond quickly to a request that comes in from one of their outlets.

System-generated alerts, for events like 'over-speeding' and 'excessive idling', have enabled the customer to identify patterns in their drivers' behaviour.

Raw data on driving events is fed seamlessly to Drive Smart, a third party software provider, who then analyses the data and equips the customer with weekly and monthly reports on their drivers – essentially in the form of a driver score.

SPAR KZN uses the reports to identify where the driver behaviour problem areas are, and follows through with the implementation targeted driver training and incentive programmes.

Their dedicated approach is designed to bring about a consistent improvement in driver behaviour. Drivers are rewarded as they demonstrate the rectification of poor driving habits, and are reported to feel highly positive about the overall solution.

Monitoring driver behaviour has enabled SPAR KZN to decrease over-speeding dramatically; in turn, resulting in safer driving and lowered fuel consumption.

In fact, recently, the customer's KZN and Western Cape divisions beat all other nation-wide divisions in meeting their fuel targets – an impressive result attributed to the proper use of the MiX Telematics solution. The customer also incorporates SPAR vouchers as an element of their incentive programme for the drivers – proving to be an effective brand building exercise.

