

CUSTOMER CASE STUDY

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Martin Keay, Director, A.W. Lumb



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.



A. W. Lumb

Your trusted Independent Builders Merchant

CUSTOMER

A.W. Lumb

COUNTRY

United Kingdom

INDUSTRY

Transport and Distribution

TOTAL FLEET SIZE

25

SOLUTION

MiX Fleet Manager

CUSTOMER WEBSITE

www.awlumb.co.uk



TELEMATICS
MOBILE INFORMATION EXCHANGE

Established in 1964, A.W. Lumb is an independent family-owned builders merchant operating across the UK from two depots located in Dewsbury and Tamworth.

A trusted supplier of all building materials to many trade customers including national house builders as well as civil engineers, local authorities and small developers, A.W. Lumb pride themselves on making sure they always deliver goods on time.

Business challenge

A.W. Lumb recognised that in order to operate a tight delivery service, they needed to have complete visibility of their vehicles. They required a solution to provide a reliable means of planning, scheduling and accurate data that would enable them to make informed, on the spot decisions.

Solution provided

After some careful evaluation of the telematics market, A.W. Lumb chose MiX Telematics as their preferred supplier. After being a customer of MiX customer for over 10 years, the organisation migrated from the MiX Telematics FM-Web platform to the upgraded MiX Fleet Manager.

MiX Fleet Manager by MiX Telematics is an end-to-end solution designed to give fleet operators the tools they need to sustain a high-performing operation. The solution comprises an on-board computer, an online tracking and information portal as well as access to valuable fleet and driver reports and analytics.

Implementation

With on-board computers installed into their mixed fleet of 25 heavy goods delivery vehicles, the MiX Fleet Manager solution has contributed significantly to the excellent customer service the organisation offers.

The main functionality A.W. Lumb uses within the MiX Fleet Manager solution is the tracking feature. With its enhanced mapping capabilities, the live tracking feature allows A.W. Lumb to quickly identify vehicle locations in real-time while the historical tracking allows them to monitor past trips in detail.

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We have taken the time to implement our telematics solution properly into our business and that means making sure the drivers understand and appreciate what the system does and why we are using it. Good communication with your drivers can go a long way and helps you get the results you need.

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Martin Keay, Director, A.W. Lumb

Having this information available is useful in many ways: if a vehicle is on its way to a customer and breaks down, the live tracking function can be used to quickly identify its exact location so that it can be recovered with minimal downtime. If a customer calls to query a delivery time, A.W. Lumb can use the historical tracking to see at exactly what time a drop-off was made.

Involving the drivers in the implementation process has always been a high priority for A.W. Lumb. The reasons behind implementation have always been communicated to all drivers so that they understand and appreciate why their vehicles are being tracked.

Results obtained

Perhaps one of the biggest benefits of MiX Fleet Manager for A.W. Lumb is that it has enabled them to run an ‘AM first delivery service’ – a service that guarantees goods will be delivered on site with a customer before 8am.

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The ‘AM first delivery service’ works very well for us and allows us to deliver a good level of customer service. Using MiX Fleet Manager’s live tracking function, we can see exactly what time our drivers arrive at their first delivery. By 8am, we can log on to the system in the office and see our drivers already on their way to their second or even third deliveries.

Martin Keay, Director, A.W. Lumb

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The organisation has also experienced other instances where the system has proved its value in ways they hadn’t anticipated. On one occasion it saved them over £2,000 in legal costs when another road user falsely accused one of their drivers of hitting his car at a specific location at a specific time.

By collecting information from the system and sharing it with their insurance company, A.W. Lumb were able to prove the claim was false. Not only did it save them money, but it saved them valuable time. The driver was of course very pleased the company were able to prove his innocence.

As well as using the system on a day-to-day basis for visibility purposes, A.W. Lumb also uses MiX Insight Reports. These are set up as automated emails sent directly to Martin Keay’s, Director at A.W. Lumb, inbox either on a daily, weekly or monthly basis. Most commonly used is the daily movement report, but there are other reports that have also proven to be very useful. The information provided in the fuel usage report indicates how much fuel specific vehicles are using on specific routes.

This allows Keay to determine his most fuel-efficient vehicles – valuable information when it comes to deciding which vehicles are better suited to longer journeys with heavier loads.

Keay concludes that, “Overall we really value the information that is accessible to us via MiX Fleet Manager. The more informed you are, the better decisions you can make. The MiX team has been very supportive throughout our time with them and, as a client, I would be very happy to recommend them as a trusted and reliable telematics supplier”.