



TELEMATICS
MOBILE INFORMATION EXCHANGE

CUSTOMER CASE STUDY



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ASD metal services

klöckner & co multi metal distribution

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.

CUSTOMER / CHANNEL PARTNER

ADS Metals

REGION

United Kingdom

BUSINESS

Steel stockholder

TOTAL FLEET SIZE

107

SUBSCRIPTION

Fleet Management with RIBAS Display

CUSTOMER WEBSITE

www.kloecknermetalsuk.com



ASD Metal Services is the largest mill independent metal stockholder and distributor in the UK and Ireland, and a key member of the Klöckner & Co.

Group, the largest producer and independent distributor of steel and metal products and one of the leading steel service centre companies in the European and American markets combined.

Business Challenge

Over the years, ASD metals have built a strong network within the supply chain, offering a broad array of products, processing facilities and distribution services. Operating across 14 depots in the UK and Ireland, and running up to 110 lorries, they have become increasingly proactive in maximising business efficiency.

A few years ago, the organisation became aware of scope for honing fleet efficiency, most notably in the area of vehicle tracking. ASD realised that in order to provide the highest level of customer service, they needed a tool that could provide quick access to information regarding vehicle location and availability, which would allow them to communicate accurate delivery times to clients. The decision was made to source a telematics system.

Solution Provided

There were a number of deciding factors for ASD in choosing the right telematics provider, but above all ASD wanted a quality system that was easy and simple to use. Following a careful review of the market, they approached MiX Telematics regarding a GPS-based track and trace solution and the accompanying MiX Fleet Manager software. With the ability to deliver 24/7, 'real-time tracking', historical tracking, email alerts and a number of other functions, the track and trace option was the exact solution ASD was looking for.

Installation took place over a couple of weeks, with minimum disruption to the business. After the vehicles were installed, ASD equipped several of its depots with large TV screens so the system was viewable by everyone in the office as well as being viewable via laptops and other mobile devices.

With just a glance, the team were able to identify specific vehicle locations and quickly share that information with clients waiting delivery. Customer service was enhanced drastically and the entire operation could function more effectively. ASD quickly became reliant on the new system, which enabled them to build tighter relationships with their customers.

Subsequently, as ASD metals developed, the business requirements for a telematics system expanded. As well as having the 'real time tracking' functionality, the business soon sought additional telematics capabilities. As with the majority of big supply chain companies, ASD metals wanted keep tabs on fuel spend and carbon emissions, but more importantly they wanted a means to monitor driver behaviour.

Satisfied with the quality of the service they had already received, ASD were confident in upgrading their solution with MiX Telematics. After a full evaluation of the comprehensive range of MiX Telematics products, ASD selected the driver monitoring aid, RIBAS, as the best tool to help them.

The RIBAS unit is specially designed to help drivers whilst out on the road, and delivers instant feedback by providing an on-board visual indicator as to driving style. Whenever one of the RIBAS parameters are exceeded, a light is illuminated to inform the driver of over-revving, excessive idling, harsh braking, harsh acceleration or over-speeding.

This information is fed back through the vehicle's engine and into the MiX Fleet Manager software platform, where data can be downloaded and used for reporting purposes.

Richard Tallis, General Transport Administrator for ASD, spends a lot of time with drivers and has developed courses specifically tailored to help improve time spent behind the wheel.

"Overlooking the impact that driver behaviour can have on an organisation that spends hundreds of hours out on the road each week can have severe consequences. We understand the commercial pressures of the industry and how stressful it can be for our drivers. The courses we develop are designed as a way of getting them on board and demonstrating how and why the monitoring aids can help," says Richard.

Continuing, he explains: "The emphases of the courses are to encourage smoother safer driving, we don't want to catch drivers out or make their jobs harder, we want to educate them and show them that if they engage with the monitoring aids it can improve the quality of their time spent out on the road. We appreciate drivers have a difficult and challenging job but what they must remember is it is a potentially dangerous job too. Unfortunately road accidents do happen, it's a fact, but if we train and educate them to the best of our ability we can reduce that risk enormously".

RESULTS

The distribution industry is a demanding sector in which to operate. With fierce competition and promises of next-day delivery, expectations of clients are higher than ever. There is no denying the 21st century is fast moving, and the pace is picking up. Goods are transported, hauled and shipped across countries within a matter of hours. In an industry where time means everything, customer service has to be second to none and there is no room for lack of control.

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Ian Poole has worked as an Arctic Driver for ASD for a number of years. "It does take time to change a driver's perception of new systems such as vehicle trackers and driver monitoring aids, but I completely understand why they are necessary.

I worked for ASD before the systems were installed and there has been a positive change. Now, because of the trackers, clients know when to expect us so there is much less waiting around and to compliment the monitoring aids we get regular support and training on our driving.

Having a driving aid that helps me to drive more smoothly and more safely is good for me and good for the business," he says.



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