



CUSTOMER CASE STUDY



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We have seen a reduction in the number of accidents since 2015, year-on-year, and an improvement in our incident rate overall. - Nabeel Sheikh, Deputy Director of Operations and Fleet Manager for Carey Worldwide Chauffeur Services

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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

Carey Worldwide Chauffeur Services

REGION

United Kingdom

BUSINESS

Chauffeur Services / Public Transport

TOTAL FLEET SIZE

150

VEHICLE TYPES

Mercedes-Benz E-Class, V-Class and S-Class executive cars

CUSTOMER SINCE & SUBSCRIPTION

2003 / MiX Fleet Manager

AIMS

Maintain and improve passenger safety and comfort, identify risks, increase safety awareness amongst drivers

RESULTS

20% reduction in incidents, 30% reduction in harsh braking events

CUSTOMER WEBSITE

www.careyuk.com

Carey Worldwide Chauffeur Services elevates safety and efficiency using telematics

Driven to succeed

For over 90 years, Carey Worldwide Chauffeur Services has been a pioneer in premium chauffeur services. Currently serving more than 1,000 cities in 75 countries, they provide services for roadshows, meetings, events, hotels, weddings and much more. They pride themselves on delivering customers on-time, every time, and aim to offer a stress-free, professional experience.

In 2013, after securing a number of large airline accounts, Carey Worldwide Chauffeur Services conducted a comprehensive business review. This review revealed that risk to their fleet was increasing due to more vehicles and drivers on the road, increasing traffic levels and a rise in the cycling population in London.

To mitigate the risks that arose from expansion, Carey Worldwide Chauffeur Services embarked on a safety campaign. This was not only to protect their customers and improve service delivery, but also to safeguard their drivers and vehicles against preventable hazards while on the road.

Puttin peddal to the metal

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
- Safe and fuel efficient driving techniques
- Driver scoring report
- MyMiX Driver app

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.



RESULTS



First-class outcome

The combination of MiX Fleet Manager, the RIBAS Display and supplementary, driver-targeted workshops has helped Carey Worldwide Chauffeur Services achieve a year-on-year reduction in incidents and accidents. The overall decrease in incidents have aided in cost savings and is evidence of safer driving behaviours.

The number of harsh braking events have been reduced by 30%, which not only lessens wear-and-tear on vehicles but also increases passenger safety and comfort.

Passengers making use of Carey Worldwide Chauffeur Services have noticed that drivers have a smooth and relaxed driving style, and are showing their appreciation with positive feedback. This improvement in customer satisfaction increases the likelihood of repeat business and customer loyalty.

In addition to the above, the security of drivers and customers alike has improved. The location-tracking technology that MiX Telematics provides offers the comfort of knowing where vehicles are at all times and the ability to recover stolen vehicles more easily. Tracking also allows the fleet manager to easily monitor the performance of drivers and monitor driving hours for accurate reporting.

The RIBAS display offers a 'red-amber-green' scoring system. Green indicates good driving behaviour, amber serves as a warning that a parameter is close to being exceeded and, red indicates that a parameter was exceeded and that the prior amber warning was ignored.

Over a single 12-month period, the proportion of Carey Worldwide Chauffeur Services's drivers in the 'green' rose from 18% to 50%. To make this more impressive, this was achieved at a time when the number of drivers on the books increased by more than 40%.

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