



# CUSTOMER CASE STUDY

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*MiX Telematics is providing a premium offering that is value for money and provides tangible results.* - Mark Hodge, Operations Director, CBL (Clive Barford Ltd)

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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

CBL (Clive Barford Ltd)

### REGION

United Kingdom

### BUSINESS

Construction

### TOTAL FLEET SIZE & CONNECTED VEHICLES

85 | 66

### VEHICLE TYPES

Heavy goods vehicles, light commercial vehicles, cars, pick-up trucks

### CUSTOMER SINCE & SUBSCRIPTION

2015 / MiX Fleet Manager, digital tachograph download

### AIMS

Comply with drivers' hours regulations, improve safety by decreasing the amount of speeding events

### RESULTS

Met legal and compliance requirements, reduced speeding events

### CUSTOMER WEBSITE

[www.cbl.co.uk](http://www.cbl.co.uk)

# Foremost **construction** equipment provider **utilises** MiX Telematics' **solution** to reach their goals

## Setting sights on safety and compliance

CBL (Clive Barford Ltd) is a leading provider of compact construction equipment to companies across the south of Britain. They are a truly local firm, a factor which they believe gives them the expertise, capability and resources to provide their customers with exactly what they need at exactly the right time.

When CBL first became a MiX Telematics customer back in 2015, the company wanted to increase the visibility and utilisation of their fleet.

More recently, MiX Telematics' customer success manager generated and presented a detailed report on speeding events to Mark Hodge, the operations director at CBL. With this information in hand, the company knew they had a duty of care to completely stop this from continuing by putting the MiX Telematics solution, MiX Fleet Manager, to good use.

## Striking data gold

Firstly, CBL implemented MiX Telematics' digital tachograph download unit to meet legal requirements. This device tracks both driver and vehicle hours, and that data is automatically downloaded. There is no need for a designated person to manually retrieve the data. This is crucial for CBL to have as it aids them in staying compliant. Not doing so would have put their fleet at risk of their operating license being revoked.

Secondly, to aid in helping CBL's team of fleet drivers in reducing their speeding, the MiX Fleet Manager solution was utilised. CBL's operations director took advantage of this solution's ability to accurately measure the speed at which a driver is driving and generate a weekly report of occurrences where drivers had exceeded the specified limit. Using this report, drivers who had been speeding during a certain time period were personally contacted to remind them of the need to reduce their speed. If the driver in question does not correct their behaviour after three warnings, they risk disciplinary action.



## RESULTS

### Making a change

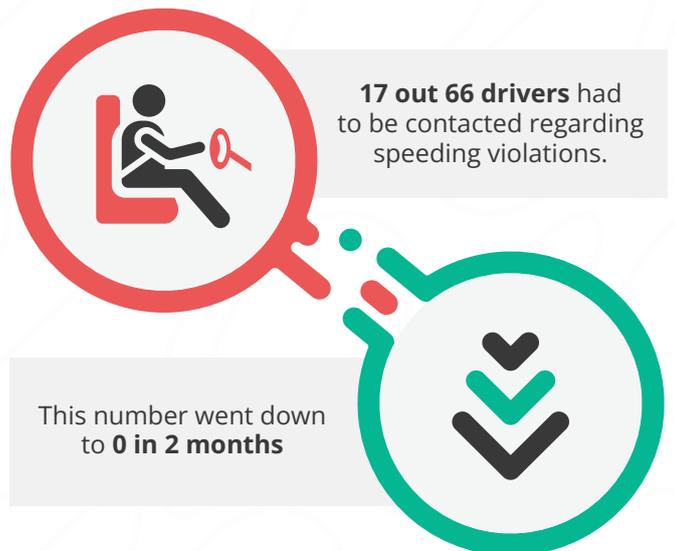
Using the data put together in segmented reports by the MiX Fleet Manager solution and the compliance benefits that the tachograph unit provides, the team at CBL has developed a winning formula. There has been a noticeable reduction in the number of speeding events in less than six months.

The solution was implemented in October of 2020. By directly contacting drivers when they infringe, drivers have become much more aware of their behaviour and how it can negatively affect the fleet's safety.

By November of 2020, only 17 drivers out of the 66 total had been contacted once regarding speeding. Only three had to be contacted twice. Most importantly, since implementation, speeding events have been greatly reduced within CBL's fleet.

The company are holding quarterly meetings and then implementing different telematics reports to make improvements in areas where it's most needed depending on the outcome of these meetings.

CBL will continue to be successful in their use of telematics as they understand the importance of the data it provides and how to turn it into actionable insights that help them meet their safety goals.



MIX TELEMATICS | CASE STUDY | FEBRUARY 2021