



CUSTOMER CASE STUDY



“
It worked even better than expected and now we cannot live without it. The level of detail that MiX Telematics' solutions provide is incredible. - Nick Lawrence, Fleet Controller, Dream's ”



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

Dream's

REGION

United Kingdom

BUSINESS & INDUSTRY

Bed retailer | Transport and distribution

TOTAL FLEET SIZE & CONNECTED VEHICLES

293 / 279

VEHICLE TYPES

Heavy goods vehicles, vans and trailers

CUSTOMER SINCE & SUBSCRIPTION

July 2016 / MiX Fleet Manager, MiX DriveMate, RIBAS and trailer tracking

AIMS

Track and trace all vehicles in fleet, manage driver behaviour

RESULTS

Improved safety, better driver behaviour and driver scores

CUSTOMER WEBSITE

www.dreams.co.uk

MiX Telematics **helps** UK bed retailer, Dreams, **rest easy**

Tracking down a better solution

Established in 1985, Dreams is currently the UK's leading specialist bed retailer. Every week, they sell 10,000 mattresses, bases and headboards to customers throughout their network of over 195 sites and online stores.

After more than 30 years in the business, they employ 1,900 individuals nationwide and are proud that all of their products are still manufactured solely in the UK.

Dreams' requirements were two-fold. Firstly, they needed a track and trace solution for their vans and ultimately the whole fleet. Secondly, they required a solution to manage driver behaviour that would align with their existing driver engagement programme.

They chose MiX Telematics over other companies because MiX didn't just focus on track and trace but also emphasised driver behaviour. The ease-of-use of the solutions and support from the MiX fleet consultancy team also had a major influence on Dreams' final decision.

Putting the focus back on the driver

Prior to implementation, Dreams received guidance from the MiX Telematics team on what solutions would best suit their needs. Based on this, they chose trailer tracking for their trailers.

For their vans and heavy goods vehicles, they opted for MiX Fleet Manager and, its extensions MiX DriveMate and RIBAS.

These solutions gave Dreams the ability to collect vehicle and driver data, provide visual and audible feedback to drivers about their behaviours, identify drivers practising bad driving habits and analyse behaviours via in-depth reporting, amongst other things.

Implementation of the solutions started in 2016 with the vans in Dreams' fleet. They were installed together with the launch of a driver workshop.

Dreams already had an established driver engagement programme where the best driver of the month is rewarded with driving a brand-new van and the best driver of the year receives a monetary reward. This was integrated with the new driver workshop and the MiX solutions.

In 2018, the same system implemented in the vans was extended to the heavy goods vehicles and a monthly reward competition for drivers was launched.

The trailer tracking solution from MiX Telematics was also implemented, which helps Dreams know the location of their trailers at all times (even when parked and not in use), reduces the risk of loss and improves retrieval in the case of theft. Trailers can also be tracked independently from the vehicles that tow them.

Navigating towards results

Within 6 months of implementation, Dreams started to see results. This was most notable in the area of driver behaviour.

Driver scoring was very important to Dreams as this was the key to improving driver behaviour and properly guiding their driver competition. RAG scoring was implemented by MiX Telematics for this very purpose.

RESULTS

RAG stands for Red, Amber and Green. Red represents a driver violation. A driver is categorised in this band when they are, for example, speeding and did not self-correct even after a warning has been issued. Amber means that a driver was close to violating but they self-corrected. Green represents a driver that performed safely on the road.

Dreams wanted to focus specifically on harsh acceleration, harsh braking and excessive idling events. With RAG scoring reports, they can see which drivers have need to improve their driving and which drivers are already practising the safest behaviours. This data is then used to either give appropriate rewards or provide training and mentoring through the driver workshop.

Improved driver behaviour has undoubtedly increased the safety of Dreams' fleet because accidents are now less likely to occur. Drivers are more aware of the consequences of their behaviour and, are more invested in the fleet's performance because of the driver competition and mentoring.

Drivers who obey road rules and drive safer also avoid costly fines. The data that the MiX Telematics solution provides to Dreams has also made it possible to prove when fines have been issued unfairly. For example, a fine was issued for a driver spending more than two hours at a service station, but the data proved that this was not the case. In another instance, the data proved that a driver was in the right when issued with a fine for being in a restricted area.

Dreams' rapid results were made possible because their fleet managers were willing to fully embrace the solutions MiX Telematics implemented for them and utilised the telematics data to help their drivers improve their behaviour.

Dreams' future plans include developing a driver competition for the drivers of their heavy goods vehicles and focusing on continued improvements in driver behaviour.

Driver score improvement

Within 2 years:



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