



# CUSTOMER CASE STUDY



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*The data that MiX Telematics provides gives valuable insight into driver behaviours, both good and not quite so good. We will use this data as both a reward and training tool. This will undoubtedly help us in our aim to carry on being an industry-recognised leader. I'm looking forward to seeing the fruits of our analysis in the coming weeks, months and years.* - Rob Hicklin, Finance Director, Nottingham City Transport

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## Nottingham City Transport

### 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

Nottingham City Transport

#### REGION

United Kingdom

#### BUSINESS & INDUSTRY

Passenger transport / Public transport

#### TOTAL FLEET SIZE

304

#### VEHICLE TYPES

Buses

#### CUSTOMER SINCE & SUBSCRIPTION

2016 / MiX Fleet Manager with RIBAS and ticket machine integration, and MyMiX

#### AIMS

Improve passenger comfort, save costs

#### RESULTS

Increased efficiency

#### CUSTOMER WEBSITE

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

# Established bus company **discovers** great **potential** in **telematics-based coaching**

## Aiming for continual service improvement

Nottingham City Transport is the biggest transport operator in Nottingham and one of the city's largest private sector employers. This award-winning company has been operating for more than a century within the city and is now an integral part of the community.

Their fleet has evolved enormously over the years and now consists of 300 fully-accessible buses, 120 of which are brand-new bio-gas double-decker buses.

Customer service is at the heart of Nottingham City Transport's business. They aim to provide social value to the people that use their buses through ongoing charity work and, offering an eco-friendly, safe and reliable experience for all.

They have also won numerous awards, which includes more recently City Operator of the Year and the Environment Award at the UK Bus Awards.

Nottingham City Transport wanted to improve their customer satisfaction. To do this, they required a telematics solution that would help them provide better passenger comfort, reduce wear and tear on buses, decrease accidents and lower insurance premiums to save on overall costs so that these savings could be passed on to the customer.

MiX Fleet Manager, RIBAS, MyMiX and ticket machine integration was selected to help Nottingham City Transport achieve the aforementioned.

## Gathering data to improve fleet safety and efficiency

Implementation took place across a total of three depots, one depot at a time. In an effort to reduce resistance to the introduction of a telematics solution, multiple coaching sessions were organised with drivers prior to implementation. Transparency was the key message that both Nottingham City Transport and MiX Telematics wanted to get across so it was vitally important to invest time in driver coaching.

MiX Fleet Manager served as the starting point. By connecting to the engines of Nottingham City Transport's buses, it collects and transmits day-to-day vehicle and driver data.

RIBAS, a dashboard-mounted display, was installed as an add-on module to monitor driving behaviour, such as harsh braking and acceleration, speeding and excessive idling. It also provides drivers with real-time feedback.

With RIBAS, Nottingham City Transport's supervisors can see which drivers are not performing adequately and which of them require training to improve.

## Engaged drivers equal a safer, more efficient fleet

Nottingham City Transport saw results within about 12 to 18 months of implementing all of MiX Telematics' solutions.

## RESULTS

Firstly, the act of data collection is now much faster than it was with the previous solution. This saves time, allowing the team to focus their energy on other things, such as using the reports that MiX Fleet Manager generates to enact change within the fleet.

Secondly, the solutions (especially RIBAS and MyMiX) allowed Nottingham City Transport to implement a much more effective driver coaching campaign than before. The company places big emphasis on training as they know how valuable it is for creating a safer, more efficient fleet. Certain behaviours, such as speeding and harsh braking, are known to increase the risk of crashes and decrease overall fleet safety. In addition, these behaviours also increase fuel usage and maintenance costs by putting strain on the engine and other associated car parts. This, in turn, leads to increased downtime and a loss in productivity.

MyMiX is being used to encourage driver engagement. Such a driver-focused app helps drivers feel more connected to their colleagues as well as to their supervisors. Drivers are also more likely to want to improve if they can visually see what performance-based issues they have and can see change happen as a result of their actions. Scoring has made it easier for supervisors to explain what type of training is needed and why it's needed as well as to discuss goals.



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**Ultimately, change management has been the key to Nottingham City Transport's success. This includes being transparent about what the telematics solution' will do, discussing how it will be implemented, continuous coaching of drivers and the encouragement of drivers that perform well according to predefined parameters.**