



CUSTOMER CASE STUDY

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Safety is Wincanton's number 1 priority. MiX understands our objective to improve our drivers' behaviour by providing them with the motivation to change. MiX has a number of tools to help with behavioural change and we've already seen significant efficiency savings. - Carl Hanson, Group Fleet Director, Wincanton

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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 / CHANNEL PARTNER

Wincanton

REGION

United Kingdom

BUSINESS & INDUSTRY

Logistics services / Transport and distribution

TOTAL FLEET SIZE

1700

VEHICLE TYPES

Heavy goods vehicles

CUSTOMER SINCE & SUBSCRIPTION

2017 / MiX Fleet Manager with MiX DriveMate, MiX Vision, MyMiX and MiX 3D

AIMS

Improve driving, reduce insurance costs

RESULTS

Increased driver engagement, reduction in fuel spend, harsh acceleration, harsh braking and harsh cornering, improved safety and efficiency

CUSTOMER WEBSITE

www.wincanton.co.uk

MiX Telematics provides missing link in Wincanton's supply chain fleet

Looking for a safer, more efficient route

Wincanton is currently the largest logistics firm in Britain, with a history that goes back to 1925. They provide supply chain consultancy and solutions. Their services range from setting up and operating distribution networks through to container transport and technology hosting. Wincanton is proud to have customer relationships that span more than 20 years.

The company was concerned about how their drivers' behaviour was impacting the overall safety of the fleet. A telematics solution was needed to improve driving style. In addition, the company also wanted to find a way to reduce their insurance costs. And the best way to do this was with the help of visual evidence in the event of a claim.

To achieve the above mentioned aims, they decided on MiX Fleet Manager with MiX DriveMate, MiX Vision and MiX 3D.

MiX Telematics was chosen for three specific reasons: value for money; quick, easy installation and management of the solution, and the functionality to drive behaviour change and engagement among drivers.

Going beyond "good enough"

The first phase of the project was implemented in 70 vehicles between three different Wincanton customers. The only challenge faced within this phase was vehicle availability.

Seeing as Wincanton still had to fulfil obligations while the implementation was taking place, MiX Telematics had to be flexible to accommodate this.

MiX DriveMate was one of the key components in helping Wincanton reach their goal of improving driver behaviour. It is an inconspicuous in-vehicle driver display that uses red, amber and green (RAG) LED lights to communicate with the driver when they participate in unsafe behaviours.

These behaviours include accelerating, braking and cornering too harshly, and speeding. In addition to lights, it also uses sound to serve as a warning should a driver not self-correct after a notification is received.

Other features of this solution include driver identification cards, event recordings for future analysis and, personal and business modes for the accurate capturing of driving hours data. Frequent RAG reports are generated to help fleet managers see which drivers are having the most driving events and, organise communication or training to decrease occurrences and improve safety.

To ensure successful behavioural change, Wincanton wanted high driver engagement. This was achieved with the introduction of MyMiX, an engagement app specifically designed for drivers.

Drivers created a profile that displays their driving events and related scoring. Based on this score, drivers are ranked. This helps them easily assess their day-by-day performance on the road and independently take action when they see that improvement is needed.

MiX Vision was the perfect addition to the solutions offered as it serves two purposes – increased safety and decreased insurance costs. MiX Vision includes in-vehicle cameras and optional external cameras that capture events on video.

Wincanton can choose from dozens of events to trigger recordings for future analysis. Visual evidence is essential for analysis after an incident to see what could have been done differently. Additionally, if an insurance claim is made, liability can be assigned based on the findings in the recordings.

RESULTS

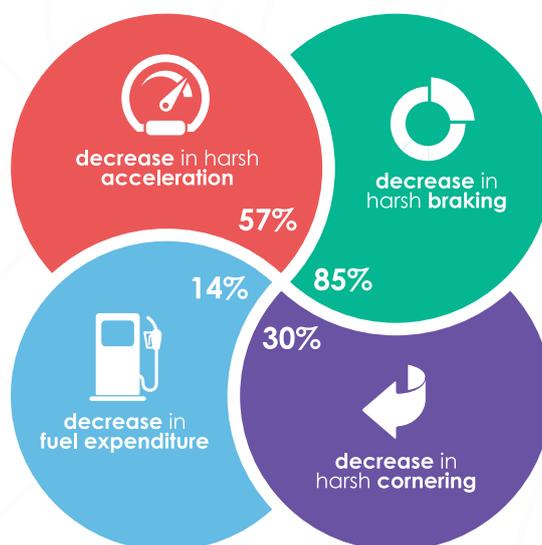
Delivering results

Wincanton reported tangible results within six months of implementing the MiX Telematics solutions. They immediately saw an improvement in safety as well as increased efficiency.

They pointed out that all of the solutions were used equally as much, noting that each served a specific purpose within the fleet. Fleet consultancy, especially, was a key component in successful implementation. A MiX consultant assisted Wincanton with discovering their ROI goals and then guiding them on how to reach them. This involved forming a long-term partnership and the creation of a data management system. The addition of weekly reports has been very helpful and requires very little upkeep from the Wincanton team, saving them time.

MyMiX, the driver engagement app, has been adopted by 50% of Wincanton's drivers and the percentage is growing. A correlation has been seen between drivers who use MyMiX and increased safety within the fleet. Using the scores and rankings generated by the app, supervisor debriefings have been added to assist drivers with improving their performance.

Harsh acceleration, braking and cornering have all decreased. Harsh braking (and subsequently too-close following distances) seems to be the most affected with a whopping 85% decrease. Even fuel spend has dropped by 14%, which has led to cost savings on top of the safety and efficiency benefits.



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“**The MiX Telematics solution has been a joy to implement. Having worked with other tracking systems, we were genuinely surprised at how intuitive, easy to use and effective the solution is. The Safety Change Programme has been very easy to roll out and the benefits are almost instantaneous.**”

Lee Sharples, Contract Manager, Wincanton