

# CUSTOMER CASE STUDY

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*The RIBAS® system installed by Kienzle has enabled us to significantly reduce fuel consumption at the Ückendorf depot. In addition, the return on the initial investment was achieved within a year.*”

Jürgen Böttcher, Head of the Automotive Division and Deputy Director for Operations at BO Kraft



## 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

Bogestra

## COUNTRY

Germany

## BUSINESS & INDUSTRY

Public Transport

## TOTAL FLEET SIZE & CONNECTED VEHICLES

400

## CUSTOMER WEBSITE

[www.bogestra.de/](http://www.bogestra.de/)

## RIBAS® – the key to successful fleet management

In response to increasing economic demands and rising energy costs, BOGESTRA AG initially opted to introduce a fleet management system at one of its depots (Bochum-Ückendorf). The RIBAS®-based solution from Kienzle Automotive and MiX Telematics was set up to provide the basis of the BOGESTRA AG's technical and business management infrastructure. The requirements for simplified information transfer and transparency with respect to drivers and holistic project monitoring were the critical factors prompting BOGESTRA to opt for this sustainable fleet management solution.

## Project requirements

- Integration of a sustainable and efficient fleet management system
- The customer did not want a system that required an FMS interface
- Automatic feedback to drivers
- Detailed feedback to drivers on their personal potential for improvement
- Guaranteed technical capability to connect to the bus ticketing machines at a later stage
- An information system that is easy to use and requires little administration
- Fast and flexible preparation of project documents and analyses
- Continuous and targeted project support
- Driver training (sustainable driving, handling the RIBAS® system, team leader training)
- Compliance with the requirements of legal regulations and security directives, for example: German Federal Data Protection Act (DSG)
- Mapping of workers' council requirements into the system environment

The main requirements for all activities were a minimum disruption to everyday business and a high level of transparency with respect to drivers. Due to its expertise and success in projects in the bus and coach market, Kienzle was selected from several service providers as the BOGESTRA AG partner for the "Introduction of the RIBAS® System" project.

## Project milestones

- **December 2012:** Start-up workshop and fitment of 20 vehicles at the Ückendorf depot
- The fitment and final acceptance was carried out by the nearest Kienzle office
- **1 January 2013:** Start of the "blind" phase
- Analysis and measurement of the current situation at the Ückendorf depot
- **March 2013:** Presentation of current data and initial assessment of saving potential
- Development of the training concept ('train the trainer')
- In-depth driver training
- Instruction and training on operating the RIBAS® system
- **April 2013:** RIBAS® displays fitted where drivers could see them. Visual and audible alerts would be activated as soon as the vehicle was driven in an uneconomical way (e.g. harsh braking, over-revving, harsh acceleration, etc.)
- Start of the "active" phase for the assessment of saving potential with 20 buses and monthly results discussions (all 270 drivers could take part on a voluntary basis)
- Setup of an automated information flow (each driver is sent a personalised efficiency report with personalised driving data at the end of the week by e-mail from the RIBAS® system)
- Monthly analysis and assessment of driving data and evaluation of real saving potential (potential analysis)
- Calibration of journey times per route to ensure that modified/improved driving styles do not lead to delays
- **July 2013:** Decision to introduce the system ahead of schedule:
- Positive feedback from drivers
- Up to 20% fuel reduction in direct comparison
- 0.7 years calculated for return on initial investment
- Contract awarded to fully equip the Ückendorf depot (100 vehicles)
- Training of workshop staff to fit RIBAS® themselves
- **September 2013:** Introduction of a bonus scheme and official launch of live operations at the Ückendorf depot
- Ongoing project support for importing and assessing driving and fuel data
- **September 2014:** Fitment of buses in the Weitmar and Witten depots
- Total number of vehicles installed: 260

## Processes

From the outset, it proved very easy to fit the RIBAS® displays and integrate the technical infrastructure into the MiX Telematics FM database. The RIBAS® system helps drivers to assess and improve their own driving style objectively based on economical driving criteria. In order to ensure a smoothly run project, a joint approach was developed and implemented.

## Customer benefits

The introduction of the RIBAS® solution has resulted in various positive effects for the fleet of BOGESTRA AG (Ückendorf depot):

- A considerable reduction in fuel consumption by 4 to 4.5 l/100km (approximately 7%) on average
- Huge reductions in CO2 emissions: approximately 600 tons of CO2 in the first year at the Ückendorf depot
- Making use of the full saving potential that can be achieved through the modification of driving styles
- Long-term increase in employee satisfaction (reduced driver stress levels) and motivation through the bonus system
- Short return on investment period (approximately one year!)
- Significantly improved passenger experience and service (smoother ride, reduced number of customer complaints)
- Reduced maintenance (consumables and spare parts)
- Optimised support of business processes through faster and cheaper provision of driver data (easy-to-understand assessment and documentation)



## About BOGESTRA

BOGESTRA is synonymous with mobility in the central Ruhr area. At Bochum-Gelsenkirchener Straßenbahnen AG, over 2,200 employees work around the clock to ensure that customers from Bochum, Gelsenkirchen, Witten, Hattingen and Herne reach their destinations on time.

BOGESTRA operates 75 routes, on which 400 buses and trams run every day. Every year, over 145 million customers use the service offered by the mobility provider with routes totalling approximately 25 million kilometres. They use some 1,300 stops and travel on the newest and most modern fleet since the company was founded in 1896.

BOGESTRA is a one-stop service provider. The operational areas within the company are accordingly diverse. BOGESTRA employees work as a team and are committed and service-oriented. With challenging roles and exciting projects, secure jobs, great professional development opportunities and extensive social benefits, BOGESTRA is an attractive employer. Training and education are a priority. Over 100 young men and women are trained in up to 15 trades within the company.

## About Kienzle Automotive GmbH

Kienzle Automotive GmbH has been involved in selling and servicing automotive devices and systems for over 65 years. Its product portfolio ranges from Kienzle tachographs, which have been a household name for decades, to complex telematics systems for controlling and optimising fleets of vehicles. These offerings are complemented by similar solutions in the marine, industrial data capture, parking and fuel technology market segments. In terms of the tachograph business, Kienzle supports some 950 contractual partners with commercial vehicle workshops at eight branches as well as over 10,000 commercial customers from various sectors. Along with other Kienzle Group companies, Kienzle Automotive forms a national network, which is equally suited to carry out cross-regional system projects in the fleet telematics sector as it is to take on sales and servicing assignments from leading automotive manufacturers.



Kienzle Automotive GmbH is a long-standing strategic channel partner of MiX Telematics for the German market. MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as SaaS to customers in over 120 countries. For more information visit [www.mix-telematics.com](http://www.mix-telematics.com).