

JULY 2019

CUSTOMER CASE STUDY

“

The MiX solution has enabled us to achieve a significant reduction in the number fatal accidents, mainly through reducing incidents of over-speeding and engaging drivers in the improvement process. They simply offer the best solution on the market. ”

**Idro Ashad Taban, Logistics & Fleet Manager,
KK Transporter Group.**



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.



KK TRAVELLER
KK COACHES LIMITED

CUSTOMER

KK Traveller

COUNTRY

Uganda

BUSINESS & INDUSTRY

Bus operator / Public transport

TOTAL FLEET SIZE & CONNECTED VEHICLES

24

VEHICLE TYPES

Buses

CUSTOMER SINCE & SUBSCRIPTION

2013 / MiX Fleet Manager Premium

AIMS

Monitor speed and fuel management. Track vehicle movements. Reduce accidents and speeding violations

RESULTS

90% reduction in fatal accidents , 75% reduction in speeding violations, Improved driver behaviour, Increased productivity

CUSTOMER WEBSITE

www.kkc.ticketsimply.com



TELEMATICS
MOBILE INFORMATION EXCHANGE

KK Traveller chooses MiX to help reduce road accidents and speeding violations

Leading the way for East Africa's passenger services

KK Traveller is a proudly Ugandan bus operator, with their headquarters in the capital city of Kampala. As well as passenger services, this East African market leader in the provision of transport and logistics solutions also offers cargo (KK Transporters) and courier (KK Courier) services with day and night routes extending beyond Uganda's borders into southern Sudan, Congo and the Central African Republic.

They've made a name for themselves in the wider region when it comes to the reliability of their services. With a fleet of comfortable 45- and 65-seater coaches, KK Travellers strives to provide excellent service and customer and driver safety is at the forefront of their vision.

Focussing on road safety

After five fatal accidents in just one year, KK Traveller knew they needed to improve their safety records, reduce the number of accidents their buses were involved in and decrease their drivers' speeding violations. After hearing about MiX Telematics through word of mouth, they approached our East Africa office and asked them to find a fleet management solution that would help make their passenger services safer.

In particular, they wanted a system that would allow them to monitor a vehicle's speed, identify specific drivers and flag instances of excessive idling, harsh braking and acceleration. It turned out that the very thing they were looking for was an all-in-one fleet management solution that only MiX could provide.

Implementation was a straightforward process and systems were installed in all 24 buses in the fleet in the space of a month.

One of the technical experts from MiX travelled to their headquarters to lead end-user training. KK Traveller used one of their trained IT Administrators met with the company's drivers, explaining why the system was needed, why they needed to identify themselves before driving, what speeding alerts they could expect to hear when they approach the set maximum, and how they would be ranked based on their driving skills.

Getting driver buy-in was key to success

KK Traveller's drivers were at first very resistant to the new system, but once the company's human resources department had explained and implemented an incentive scheme where salaries would be based on driving behaviour, they soon changed their opinions. They quickly bought into the idea behind the fleet management system and felt more positive about following procedures. All drivers went from a Red to Green score and maintained this improvement, with both speeding incidents and accidents significantly reduced.

RESULTS

They saw other positive results too. Overall productivity was increased and a Driver of the Month programme has helped motivate drivers to improve their driving behaviour. Fatal accidents were reduced dramatically, and speeding violations have seen a similarly large decrease.

They've found the real-time SMS and email alerts to be exceptionally useful and even encountered a slightly unexpected result: they've found that the MiX Fleet Management & Satellite Tracking stickers that appear on all buses to be very effective at putting off would-be robbers.

KK Traveller is now turning its eyes to the future and looking to expand their fleet management solution with MiX Vision. MiX Vision uses video footage captured with in-vehicle cameras to give fleet managers an accurate inside view of their fleet operations.

