

CUSTOMER CASE STUDY



CUSTOMER

Redbus

FLEET SIZE

120

REGION

New Zealand

SOLUTION

MiX Fleet Manager and RIBAS Display

CUSTOMER WEBSITE

www.redbus.co.nz/

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.

About the customer

Based in Christchurch, New Zealand, Red Bus is a Council Controlled-Trading Organisation (CCTO) offering transport services to 5.8 million passengers each year. To them, it's vitally important to provide a high-quality, environmentally-sustainable bus service, delivered on time by friendly drivers.



TELEMATICS
MOBILE INFORMATION EXCHANGE

Business challenge?

In New Zealand, heavy vehicle fleets are said to burn over 1-billion litres of diesel each year, which in turn creates over 3-million tonnes of CO₂. So in 2012, the Energy Efficiency and Conservation Authority (EECA) began work on developing a fuel efficiency programme for fleet operators in New Zealand.

As part of this process, Red Bus went under a fuel management review, which helped them identify a number of ways to save fuel – like:

- Improved fuel data management,
- The introduction of vehicle telematics,
- Driver behaviour modification,
- Improved vehicle maintenance,
- Reduced excessive idling, and
- Improved route planning and scheduling.

After the initial review, Red Bus's senior management became very active in assessing the recommendations made, and decided to embark on a trial.

Solution Provided

Working together with Wellington-based channel partner Vehicle Technologies, and after thorough investigation of the market, Red Bus opted for the MiX Fleet Manager solution comprising of on-board computers, an online tracking and management portal and RIBAS Displays.

The on-board computers collect vehicle and driver data – which can include location, driving events, fuel usage and distances travelled – which is fed through MiX Telematics's secure hosting infrastructure and accessible via an easy-to-use online software platform.

The MiX Telematics RIBAS Display is an in-cab driving aid that provides drivers with real-time feedback about their driving style, in particular: over-Revving, excessive Idling, harsh Braking, harsh Acceleration and Speeding.

Implementation

The trial commenced with installation in four buses with the aim of monitoring and assessing the impact of driver behaviour on fuel usage.

Correct calibration was emphasised from the outset and, between Vehicle Technologies and Red Bus's driver trainers, this was ensured, especially for speeding and harsh braking – common for areas in which bus drivers would operate.

Just before the trial went live, the RIBAS Displays were turned on, and drivers were offered the opportunity to see the units "in action" and understand their purpose.

Results Obtained

Even though all drivers were not included in the trial using the four buses, Red Bus immediately saw an average reduction in fuel usage and particularly in speeding events – both on the road and in the depot. By the end of the trial, more drivers had achieved green ratings (good) than amber (minor improvements needed) or red (poor) – all just as a result of applying feedback from the RIBAS Display.

As a result of the savings identified during the trial, Red Bus agreed to install a further 73 buses with the solution.

Says Paul McNoe, Red Bus CEO: "We worked very hard to get the driver group on-board with the trialling of this initiative. We wished to develop the capability of our drivers with a positive projection."

Paul says that they expect to see further improvements in passenger comfort (measured through anonymous bus passenger surveys) and reduced accidents, as well as savings in fuel and maintenance costs.

"Our vision is to lead the way in passenger transport, and these innovations support that," says Paul.

About Vehicle Technologies

Vehicle Technologies incorporated in 2004 to focus on telematics products, and was a division of Shardlow Auto Electrical, an automotive industry leader with a staff of nine, and 30 years' experience in supplying and supporting specialised equipment.



In August 2013, Shardlow Auto Electrical Ltd was changed to Vehicle Technologies Ltd. They specialise in the supply and support of fleet management systems, crane safety systems, and the supply and support of other quality vehicle equipment.

Vehicle Technologies are New Zealand Channel Partners for MiX Telematics and Robway Crane Safety Systems.

MiX Telematics-installed customers include Red Bus (77 installed), Fonterra 550 + (entire tanker fleet), NZ Bus (750 installed so far), Dynes Transport, Symons Transport and Origin Energy. Overseas assignments have been in Russia, USA and Romania.

