

JANUARY 2020

CUSTOMER CASE STUDY

“

We chose MiX Telematics because they had the best sales team and their overall performance has been excellent. The reporting system is clean and easy to understand. Both the camera system and reporting has been an upgrade from our last systems.

”

**David Williams, Operations Manager,
Swans Travel Limited**



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.



TELEMATICS
MOBILE INFORMATION EXCHANGE



CUSTOMER

Swans Travel Limited

COUNTRY

United Kingdom

BUSINESS & INDUSTRY

Coach Hire / Public Transport

TOTAL FLEET SIZE & CONNECTED VEHICLES

35 / 32

VEHICLE TYPES

Coaches

CUSTOMER SINCE & SUBSCRIPTION

April 2018 / MiX Fleet Manager, MiX 4000, MyMiX, RIBAS, MiX Vision, 3D

AIMS

Improve safety

RESULTS

Reduction in harsh acceleration, harsh braking and fuel consumption

CUSTOMER WEBSITE

www.swanstravel.com

Established coach hire company makes strides towards a safer environment for their passengers

Out with the old, in with the new

Swans Travel Limited is a family-owned coach, chauffeur and taxicab hire company that was founded in 1978. They are ISO 9001 quality accredited and they have reduced the carbon output of their vehicles to meet Euro 5/Euro 6 emission standards. To ensure excellent customer service, Swans have 24-hour control centres and are on-call 365 days a year.

Swans had previously installed and implemented a telematics solution but found that it was not able to fulfil their growing needs. This led them to look for an all-in-one solution with the ability to monitor driver behaviour, provide drivers with live feedback and to use MiX Vision for improving "driving performance standard". And, remotely capture data from a digital tachograph unit

MiX Telematics assessed Swans Travel Limited's current situation and then implemented their comprehensive MiX Fleet Manager software and the MiX 4000 on-board computer alongside value-added services MiX Vision, MyMiX, RIBAS and MiX 3D.

An all-in-one solution

Jointly, MiX Fleet Manager and MiX 4000 provide Swans Travel Limited with all the tools they need to gather and store vehicle and driver information. The solution tracks movements, produces live information streams and generates in-depth reporting.

The value-added services previously mentioned serve to amplify the power of the solution.

RIBAS monitors driver behaviour in real-time and provides live in-cab feedback to drivers. The MyMiX app is used in conjunction with this so that Swans' drivers can view and monitor their performance including all events and related scores. A MiX customer success manager started conducting driver workshops for drivers wherein the MyMiX app is used to further discussion around how they can improve performance. This manager provides guidance on the steps they can take to become better drivers and monitor their progress.

MiX Vision, an in-cab video solution, captures footage of both the driver and the road. This footage is used by Swans Travel Limited as an educational tool. One-on-one sessions are held with drivers and the footage is used to demonstrate to them their driving style and show them how they can improve it. It also serves as an awareness tool as drivers can see the consequences of their actions on the road. The ultimate aim is to lessen the events that reduce safety on the road.

An all-in-one solution

With the implementation of the telematics technology and the value-added services mentioned above, Swans Travel Limited has been able to improve the safety of their passengers within 6 to 12 months.

The accuracy and reliability of MiX Telematics' tracking was especially valuable for Swans as it provides their customers with up-to-date and correct information. This is particularly helpful in two instances.

RESULTS

One, in transporting children to school and back. Parents can see the route their children are taking in real-time as well as see when their children depart to and arrive at school. This provides them with the peace of mind that their children are safe when they are out of sight.

Two, when they are transporting football, cricket and rugby fans and teams to game destinations (most recently for the 2018 ICC Cricket World Cup and previously for the 2015 Rugby World Cup). Again, departure and arrival times can be accurately calculated which is very important to avoid unexpected delays. There is also the added safety advantage of knowing the location of the fans or teams at all times.

Using RIBAS has made drivers more aware of their actions on the road due to the live feedback it provides. This increased awareness has reduced levels of harsh acceleration and harsh braking which, in turn, has lowered the fleet's overall safety risk.

The implementation of MiX Telematics' solutions has opened the door for future growth within Swans Travel Limited. They have now a dedicated MiX Telematics champion who helps to ensure that they are getting the most value out of their investment and assist with any changes in business requirements. Additionally, they are also in the process of creating a driver reward programme. The MyMiX app has been instrumental in this as it helps drivers keep track of their performance and shows which drivers need additional training to improve.

