

BRIT EUROPEAN

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CASE STUDY
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TELEMATICS

USING INNOVATION TO DRIVE PERFORMANCE

BRIT EUROPEAN EMBARKS ON A BOLD STRATEGY TO REDUCE ITS ENVIRONMENTAL IMPACT AND INCREASE EFFICIENCIES.



FLEET PERFORMANCE



JOURNEY MANAGEMENT

THE CHALLENGE

In 2009, like other transport operators at the time, Brit European faced a number of challenges. As the global economy headed for recession, the company was faced with an increasingly challenging market. A base of fixed costs that were not tied to activity levels added additional pressure. Tough decisions were needed to make sure Brit European remained a successful business.

THE APPROACH

Brit European embarked on its Environmental Efficiency Project – an ambitious plan to use equipment design, aerodynamics, technology, staff training and alternative fuels to drive down environmental impact and drive operational efficiency.

As part of the project, which involves reducing carbon emissions across the fleet by 25%, Brit European is keen to minimise the intrinsic link to oil prices, by using compressed natural gas as a fuel. The company invested in dual fuel vehicles, to reduce running costs and environmental impact.

Telematics is playing a key role in the company achieving these objectives.

“While the first phase of our work with Microlise focused on cost reduction and improving efficiency, the focus is now on delivering an outstanding level of service to customers. The Microlise system gives us the insight and visibility to do this, by being proactive as a result on accurate real-time information.”

Graham Lackey

Managing Director, Brit European



THE RESULT

After an exhaustive process involving twelve providers, Brit European selected Microlise as its telematics partner. An excellent cultural fit with shared innovation and forward thinking values were important. As was the comprehensive product set available from Microlise, which deliver immediate value and additional return on investment over time.

Brit European initially used the Fleet Performance product to monitor driving standards across its fleet. This allows the company to monitor performance over time, directing training resources where it can have most impact. They can also manage by exception, only conducting driver debriefs where infringements have occurred. This approach saves considerable time, both for management and drivers. Now they can access their own performance report after a leg, journey or shift, and see where they rank amongst their peers on a league table.

“Driving style is critical to running a success operation,” explains Graham Lackey, Brit European Group Managing Director. “A vehicle can feature the latest technology and be the most economical model available, but if driven poorly fuel will be wasted. Microlise has given us insight into the performance of our drivers, allowing us to manage by exception and leaving drivers to do what they do best. We’ve been able to monitor, and recognise, drivers that have shown development and good performance.”

Brit European later began using the Journey Management product from Microlise as a

way to focus on improving customer service levels and operational efficiency. Journey Management has enhanced operational efficiency by allowing Brit European to compare planned routes versus actual routes, enhancing the planning process over time. Drivers can be debriefed on why alternative routes were taken, and with playback functionality staff can look back on journeys as they happened, leg by leg.

Airport style arrivals and departures information, along with the Microlise Scheduled Execution Board, give real-time visibility to the fleet, highlighting any vehicles that are scheduled to arrive late at their destination. This allows Brit European to provide proactive customer service, highlighting any issues to customers, or advising them when a vehicle might arrive early. The process has ensured turn-around times are minimal, and customer satisfaction remains high as Brit European keep customers fully up to date with the status of vehicles.

“The reduction in turnaround times has added huge value,” explains Lackey. “In extreme cases, where turnaround time was two hours, we have reduced this to an hour and fifteen minutes.”

Brit European’s Environmental Efficiency Project continues to pay dividends. The company is agile and responsive to market demand, with its fleet running efficiently and economically.



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