



# CASE STUDY

## NATIONWIDE PLATFORMS



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# DRIVING SAFETY, PERFORMANCE AND UTILISATION

NATIONWIDE PLATFORMS RAISES  
THE BAR THROUGH TELEMATICS  
IMPLEMENTATION.



FLEET PERFORMANCE

## THE CHALLENGE

Nationwide Platforms, the European leader in powered access platforms, was looking to reduce fuel costs and increase safety. With over one hundred delivery vehicles operating across the UK, the company also needed visibility of the vehicles to deliver an enhanced service level to customers, through increased utilisation and deployment capabilities.

## THE APPROACH

To achieve its objectives, Nationwide Platforms investigated a number of options primarily focused on the use of telematics to deliver insight into driver performance. The aim was to increase safety and vehicle health as well as reduce fuel consumption across the fleet. Nationwide Platforms was furthermore looking to increase utilisation, by gaining accurate and real-time visibility of fleet assets, allowing for a more agile operation, capable of delivering an increased service level to customers.

The search for a partner began, with a focus on the capability to deliver a tailored solution that could grow and evolve as the needs of the operation changed.

**“Microlise has not only delivered on what we asked of them, but has added additional value by identifying areas of the operation that we had not considered could benefit from a telematics solution. Microlise has quickly become a key partner to Nationwide Platforms.”**

**Peter Douglas**  
UK Operations Director,  
Nationwide Platforms





## THE RESULT

After a competitive process, Nationwide Platforms selected Microlise as the company's telematics partner. The Fleet Performance product was chosen, in addition to the Microlise Safety Module, to deliver detailed insight into driver performance, including indicators such as contextual speeding and harsh braking.

As a result of the implementation and improvement in driver performance, Nationwide Platforms achieved a 9% reduction in fuel costs during the first six months, delivering an immediate return-on-investment. The safer and more economical driving style has also reduced vehicle downtime, with wear and tear minimised, especially around tyres and brakes.

The Fleet Performance product has enabled Nationwide Platforms to incentivise drivers, with league tables that include all one hundred and twenty drivers the company employs. Drivers are managed by exception, receiving de-briefs when required. Coaching and training is given to drivers who require it, ensuring the investment is targeted where it will have the most impact. Nationwide Platforms has specifically seen drivers who were under-performing, now improve to the extent that they are close to the top of the driver's league table.

In terms of safety, Nationwide Platforms has seen a large reduction in contextual speeding, which is down to a third of the previous level seen across the fleet. The transport team are now implementing forward facing cameras to continue the focus on safety, with a view to reducing insurance premiums in the future and enhancing the view on driver performance.

With real-time and accurate fleet visibility now in place, Nationwide Platforms has been able to increase service levels delivered to customers. The company receives a large volume of last minute requests for vehicles, and with the transport team now able to understand where a vehicle is at any time, a vehicle can be re-routed to meet the needs of a customer, increasing utilisation and profitability.

The implementation of the Microlise solution has delivered numerous benefits across the transport operation, empowering Nationwide Platforms to enhance safety, fleet efficiency and the level of service delivered to customers.



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