



Ausden Clark

Embracing technology
to drive change

Case Study





“What can I say - embrace technology with Microlise! With Microlise’s comprehensive Vehicle Maintenance System, the system is flexible and adaptive, and you’re always in tune with what’s happening in your maintenance garage. Having all the answers at your fingertips is simply excellent.”

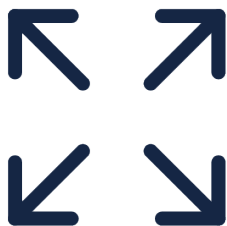
Martin Starkey, Operations Manager, Ausden

The Challenge

Operating since 1982, Ausden Clark offer a wide range of passenger transport services including private hire, home-to-school travel, corporate events, sporting functions, and excursions across Europe.

Their fully owned fleet boasts over 50 modern coaches, each carefully selected to meet the varied needs of their customers. Taking huge pride in the quality and condition of their vehicles, Ausden Clark are always looking for partners and suppliers who can match their high standards.

With a new leadership team in 2023, and a new vision, Ausden Clark identified the need to move away from multiple, outdated systems and look for a more streamlined and all-encompassing vehicle management solution.



**Leicestershire’s largest
independently owned
coach operator**



50 modern coaches



**Results include reduced
vehicle downtime, fewer
defects and enhanced
overall performance**



The Approach

In charge of Operations, Martin is Ausden Clark's trusted Ops Manager who spearheaded the search for a new VMS. Although Microlise's tachograph analysis had previously won Martin over, there are certainly no shortcuts when it comes to Martin's rigorous procurement process.

Over several months, Martin conducted extensive market research and trialled a number of systems. Ultimately coming up short in terms of functionality and pricing, it was only after the Microlise trial did he eventually find everything he, and the business, was looking for in a complete VMS solution.

The trial period was instrumental in giving Martin and his team unparalleled access to the system in which he could train and test key features with his team – winning over even the most sceptical team members!



The Results



“The transformation was instant! Communication is key in my role, so the new system has simplified that process massively and has immediately reduced paperwork and streamlined the way we work.”

Chris Arrowsmith, Garage Manager, Ausden Clark

Part of the Microlise Group, Martin and the Ausden Clark team utilise part of the TruTac suite – putting them at the cutting-edge of vehicle maintenance technology.

Using the latest tools and applications to manage all their 50+ coaches and team member, here’s a quick rundown of the software they run:

- **TruAnalysis:** Monitoring driver hours and managing infringements efficiently.
- **TruView:** A dynamic tool that caters to the diverse roles across the team, ensuring that up-to-date information is available at any time. For instance, their Operations Team boasts a dedicated 65-inch television that displays all the vital data required for real-time decision-making.
- **TruChecks:** Instrumental in allowing drivers to report defects directly via the app, providing the garage with immediate notifications of any issues, while also enabling the managers back at the depot to monitor and report on the driving team, keeping operations compliant and legitimate.
- **TruFleet:** Integrating all data to streamline scheduled inspections and reduce unexpected repairs.



With instant access to comprehensive reports and updates, they can successfully report that their maintenance operations have become significantly more efficient resulting in:



**Reduced vehicle
downtime**



Fewer vehicle defects



**Enhanced overall vehicle
performance**

“Microlise’s support during both the trial and implementation phases was outstanding. Lee Oliver, Microlise’s Compliance Sales Director, and the whole support team were always available, providing hands-on assistance via remote sessions to resolve issues promptly.”

Adam Frost, Owner & Operations Director, Ausden Clark

Innovation to deliver real-world advantages




The move to online reporting, including the adoption of digital devices for inspections, has greatly reduced the amount of paper used by the company. Additionally, by scheduling vehicle services on a needs-only basis has significantly minimised the time coaches are off the road and unavailable to service their customers.

With more custom features in the pipeline, including specialised air conditioning checks and re-gas schedules, both parties are excited to see further improvements and efficiencies yet to come.





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