



The Coach Travel Group

Driving Excellence in Coach Travel

Case Study





“Microlise gives us a trusted and reliable fleet technology solution that makes it easier for us to streamline and manage compliance across multiple sites.”

**Andrew Locketts, Group Digital Director,
The Coach Travel Group**



16
Operators



All operators in the
low or very low
risk categories



500+
Coaches



1000
Drivers



Formed in 2024, The Coach Travel Group brings together trusted coach operators, each with their own local roots, identity and customer relationships, while collectively delivering extensive national coverage across the UK.

With a combined fleet of 500+ vehicles and 1000 drivers, the group offers scale, reach and operational expertise, while each operator remains responsible for managing its own business and fleet compliance.

TruTac, part of Microlise, has worked with The Coach Travel Group and its operators for more than 10 years, supporting the business with compliance technology that provides accurate, reliable and easy-to-access data.

The Challenge

As The Coach Travel Group has grown, consistency and visibility across the group have become increasingly important.

With multiple operators, each managing their own day-to-day fleet activity and compliance responsibilities, the group needed a fleet technology solution that supports both local accountability and central management. As new operators join the group, it is essential the systems can be adopted with ease.

Above all, they needed a solution to:

- Provide group-wide visibility across multiple operators
- Support scalable growth and future acquisitions
- Make live compliance data easy to access, download and manage
- Compare planned activity against actuals
- Support Earned Recognition ambitions across the group
- Create a consistent benchmark for compliance and operational standards



The Solution

The Coach Travel Group uses TruTac's suite of compliance solutions, including **TruAnalysis**, **TruTime** and **TruLinks**.

With trusted data available in one place, the team can monitor key performance indicators by operator, understand where standards are being met and identify where focused improvements can be made.

This visibility is particularly valuable within a group structure. Each operator has the autonomy to manage its own compliance responsibilities, while the group gains the insight needed to maintain consistent standards across the board.

In a glance, using TruTac's intuitive dashboards and reporting, the team at The Coach Travel Group can access live data that not only provides a real-time view of their drivers, but also helps them manage trends and spot areas that need attention. This helps the team target support where and when it's needed, while also recognising and sharing successful approaches across the wider group.

Above all, they needed a solution to:

For The Coach Travel Group, data is not only about compliance. It is also about creating a culture of continuous improvement.

The system also supports the group's commitment to Earned Recognition, giving teams access to data that helps them track performance against the highest compliance standards.

Already, all operators sit within the **Low** or **Very Low** risk categories, demonstrating the strength of the group's compliance approach and the value of having accurate, accessible information available to the people who need it.

And with three operators already having achieved DVSA Earned Recognition status, the aim is for all Coach Travel Group operators to gain the same mark of excellence.

To do this, the team needs visibility. With KPIs by operator, the group can compare performance, identify trends and use data to support and promote the group's values – values that drive excellence, each and every day.



The Result

Using TruTac, The Coach Travel Group has strengthened visibility, consistency and confidence across its national operation.

Reliable data enables the team to manage compliance more effectively, while simple dashboards make it easier to understand performance at both operator and group level. The platform is intuitive and easy to use, helping teams access the information they need without unnecessary complexity.



Elaine Williams, Group Head of Safety, Operations and Compliance, shared:

“With Microlise’s ongoing support, we have a technology partner that understands the needs of a growing and ambitious coach travel operation like us. The team are always on hand to offer their expertise and advice, helping us get the most out of our investment.”

Together, Microlise and The Coach Travel Group are championing innovation and smarter ways of working across the coach travel sector. Through trusted technology, connected data and a culture of continuous improvement, the group is helping to redefine what best-in-class coach operations can look like.





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