

Benton's Haulage

FLEET SIZE	40
INDUSTRY	Haulage
REGION	United Kingdom
PRODUCT	FM Communicator
SERVICE OPTION	FM-Web Bureau
DISTRIBUTOR	MiX Telematics UK



Company Background / Overview - Benton's Haulage provides general haulage throughout the UK with a variety of vehicles from Ford Transits to 44 tonne machines, including crane mounted vehicles and trailer-mounted fork lift trucks. They specialise in providing logistic solutions to the construction industry. Many of Benton's trailers are customer branded, with high profile advertisements nine vehicles.

Objectives - Due to fuel price increases, Benton's wanted more than a straight-forward tracking product, they needed clear improvements in fuel efficiency. The extensive mobile phone calls between drivers and office was also an issue. Not only were they concerned with expensive communication costs but also for their drivers' health and safety.

Benton's wanted the ability to monitor unnecessary idling/vehicle standing, delivery/collection times in addition to reports on their drivers' driving behaviour which highlight problem areas. Benton's wanted their Fleet Managers to give feed back to drivers and work together to save costs. Route planning was a critical component of any proposed solution, as being able to take the most efficient route would help Benton's to reduce their carbon foot print and save fuel.

Solution Provided - Benton's selected MiX Telematics' advanced FM Communicator as a tool to help achieve these objectives. The FM Communicator gives Benton's the ability to record the exact quantity of fuel used and the effectiveness of their drivers.

Benton's Haulage is supplied with relevant, detailed information when request and thus they come be proactive in communicating vital information to their customers in real time.

Results - Benton's Haulage experienced substantial benefits after installing the advanced Fleet Manager solution. Benton's Haulage has seen specific, measurable results and have enjoyed considerable savings within a year of implementation.

Most importantly, their improved driving and fuel efficiency resulted in a fuel savings of over £20,000. The need for mobile phone was cut to an absolute minimum and with the reduction of these expensive calls, Benton's saved 25% on their communication costs. The instant location of vehicles enables Benton's to send the closest vehicle to a location. Trailer ID enable them to locate individual trailers whilst being connected to our vehicles, and allows us to track mileage of trailers for maintenance and inspections.

The fleet operator had records of exactly where their drivers were and how they were driving. MiX Telematics reports provided evidence of their positions and times so fleet operators could contest any road fees or charges, thus incorrect congestion charges were dropped which saved Benton's an average of £500 per month.

The FM Communicator also enabled the company to verify PCN notices, in the first few months this saved Benton's £250.00 for a parking offences received where the vehicle registration number was incorrectly detailed.

Coupled with trailer ID functionality, Benton's directors feel that they have achieved all the objectives they had set and have gained additional benefits and savings.