Bush Tyres

FLEET SIZE	80 vehicles
INDUSTRY	Tyre supply and distribution
REGION	UK
SOLUTION	MiX DataTrak

Benjamin Arthur Bush ran a cycle shop in New Bolingbroke Nr Boston, Lincolnshire, and shortly before World War II responded to growing public demand by adding the supply of pneumatic car tyres to his established cycle-tyre business.

After the war, 'B.A.Bush' became a recognised tyre dealer and, by 1947, were fitting tyres to vehicles of all types. In 1962, the company relocated to its present head office site in the old Station Yard, Horncastle.

Since its early days, B.A.Bush has grown substantially with stores opening right across the Lincolnshire and East Yorkshire areas. The Grimsby, Spalding, Scunthorpe and King's Lynn depots have become recognised in the tyre industry as one of the finest custom-built independent facilities in Europe, winning many retail awards and accreditations.

Bush Tyres, as they are known today, have rightfully earned their reputation as the leading independent tyre specialists in Lincolnshire and East Yorkshire, and are currently setting standards that admiring competitors throughout the country are finding hard to match.

BUSINESS CHALLENGE

BWith fuel and insurance premiums being the biggest part of fleet costs, any savings that the company could make in these areas would be substantial. Add to this the potential to increase the level of service available to customers, a tracking solution was an objective Bush Tyres had to explore.

"We have a large number of breakdown and delivery vehicles that needed to be located and monitored so that we could pinpoint the nearest unit to a customer's location, which would improve customer service levels through decreased response time," says Paul Burton, IT and Operations Manager at Bush Tyres.

SOLUTION PROVIDED

SBush Tyres needed a solution that would give them the ability to pinpoint the nearest breakdown vehicle to a customer's location, allowing them to reduce fuel consumption and improve customer response times. In addition, they needed a solution that could help them decrease insurance premiums by reducing the potential of vehicle theft due to geo-fence creation and movement reports.

Following some research, Bush Tyres opted for the MiX DataTrak solution, which they have been using for the last 15 years. Paul explains that the company were looking for a solution that could pay for itself very quickly and, with the potential return on investment, MiX DataTrak certainly fitted that bill.

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IMPLEMENTATION

"We migrated to the newer GPS-style units from the original triangulation system to improve location accuracy and speed up update rates. We were trained by Cliff Ball at MiX Telematics, so we could install and commission our own units, purchasing the programming cables and learning how to configure the units directly," says Paul. He goes on to explain: "We rolled out an installation of 70+ units over a month, travelling around our 20 sites as the vehicles became available."

The biggest issue during the implementation period was ensuring the vehicles were available for installation, given the large geographical area that Bush covers. Having over 20 sites meant a lot of travelling and having to arrange cover for vehicles that were taken off the road for the installation period.

After meeting with their account manager, Bush Tyres are now considering some additional units for their expanding fleet. They might also trial some additional services from the MiX Fleet Manager solution to monitor driving style, harsh braking and rapid acceleration.

RESULTS OBTAINED

"We've increased our level of service offered to our large customer database by being able to pinpoint the nearest breakdown vehicle to the customer. This has helped with fuel reduction, due to saved mileage," says Paul. He goes on to explain that "it has also given us the ability to confirm our employees' overtime claims, reducing our overall wage costs. We also negotiated a lower rate with our insurers as the potential for vehicle theft was greatly reduced. The ability to produce geo-fence reports is a feature we use regularly; by analysing the time spent on site at our large accounts, we are able to provide KPIs to local councils."

By using reporting tools like the geo-fence movement reports, Bush Tyres have been able to report on vehicle movements after hours. This has helped ensure that vehicles aren't being used privately. It is also used to confirm overtime payments for their employees.

The best results, however, have come from the wholesale sales team. "They take orders over the phone and, through our B2B website, these orders are scheduled for multiple same-day delivery. After installing the MiX units in our fleet of delivery vans, we could quickly pinpoint where the vans were and, by entering the customers' postal codes and using the mapping features, provide delivery ETAs," explains Paul.

ABOUT MIX TELEMATICS

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS, to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for safety, efficiency and security. MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners worldwide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT).

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