

Case study

Mick George Ltd.

Providing support and materials for enhanced results in driver behaviour and improved efficiency.

Discover how Masternaut improved driver safety for Mick George, allowing them to reduce risk and increase efficiency to support further growth in the business.



5% saving
in cost on fitted
vehicles



Improved driver
behaviour for efficient
and safer fleet



In-cab driving
feedback for instant
awareness

“The strategy used was to target those drivers identified as the highest risk first, gradually encouraging behavioural improvement which is leading to a safer more efficient fleet. Going forward we are ensuring that the fleet continues to save money on fuel, and activating the light bars for the rest of the fleet.” Jonathan Willmore, Procurement Manager at Mick George Ltd



Customer overview

Mick George Ltd. needed a telematics platform that would help improve driver safety, reduce risk and increase efficiency to support the business with further growth.

Family-owned business Mick George Ltd started in 1980 with one tipper truck and is now one of the largest independent supplier to the construction industry with a key focus on safety and technology. Driver safety, reducing risk and increasing efficiency are at the heart of all business decisions.

The challenge

Starting their telematics journey with the Masternaut MWeb platform, their continued growth meant they wanted a system that could grow with them and was much easier to use.

Jonathan Willmore, Procurement Manager at Mick George Ltd embarked on the painful process of evaluating all telematics systems on the market. Usability, support, reports access and how the tracking worked were the key assessment criteria.

The solution

The Masternaut's fleet management solutions came out on top, with the most straightforward driver behaviour management and user-friendly tools being a big deciding factor.

Not only are the reports in the easy to see traffic-light format – green/amber/red, the in-cab feedback using the same formula allows drivers to positively change their driving behaviour on-job. It was also important to have everything on one platform, where everyone is scored with the same parameters.

The first stage of the migration involved 250 HGVs and was successfully implemented over five weeks. The fitting of the LGVs and cars were done in a second stage.

When introducing the new technology, drivers in the red were targeted first. The in-house driver trainers then spent time with them helping to improve their scores.

Four months in they use a two week rolling report to target those in the red, concentrating with internal one-to-one training and continuous communication providing feedback between the trainers and drivers.

Mike Hemming, Head of Consultancy at Masternaut helped ensure the smooth installation process and is continuing to work closely with Mick George Ltd to ensure they get the best return on investment. Mike said "The strategy used was to target those drivers identified as the highest risk first, gradually encouraging behavioural improvement which is leading to a safer more efficient fleet. Going forward we are ensuring that the fleet continues to save money on fuel, and activating the light bars for the rest of the fleet."

The outcome

The results so far have been excellent, a significant improvement across the fleet, with one driver who's points per hour have been reduced by 86.7%. The drivers are seeing benefits in having telematics and understand how it is helping keep them safe.

Jonathan Willmore commented

"The support and driver materials we have received from Masternaut are great. We are already seeing results in improved driver behaviour and efficiency savings. We now need to keep up this momentum."

The next steps are getting all drivers out of the red zone and rolling out the mobile app. Jonathan Willmore is currently trialling the driver app with his own vehicle and commented, "It's fantastic, you don't need a technical background to use it (or the system) and I can see my trends in real time and try to improve my driver behaviour."

Mick George Ltd has introduced a 'Drivers Academy' which equips new drivers with all the skills they need to ensure safe driving practices. During training the lightbar with in-cab feedback is making the drivers instantly aware of how they can improve their driving behaviour.

Those vehicles fitted and activated are already showing a cost saving of 5%. Jonathan Willmore is estimating this will be around 9% by the end of the first year as more vehicles are fitted and training is carried out. Once fully installed the aim is to establish a leader board, encouraging a safer fleet through inter-depot competition and good old-fashioned banter.