Case study

Andrew Page

Taking quality journeys whilst delivering quality parts.

Discover how Andrew Page used Masternaut to improve fleet efficiency and help reduce accidents by supporting driver safety schemes.

47%
reduction in harsh events

7.1%
improvement in MPG

97%
reduction in speeding in six months

"The data provided by Masternaut Connect has been a major part in the way we've been able to tackle driver safety. We've now got **98%** of our drivers rates as being safe drivers."

Stuart Wiseman, Group Fleet Manager, Andrew Page

Customer overview

Andrew Page is the UK's leading automotive parts, tools and workshop equipment distributor, with 114 branches across the UK, and a national distribution centre based in Derbyshire.

The challenge

With a large fleet of more than 900 LCVs serving the whole of the UK, Andrew Page required a solution that could help it improve fleet efficiency, but also help to support driver safety schemes in an effort to reduce accidents and improve staff welfare on the road.

Any system needed to fit in seamlessly as part of Andrew Page's accident reduction programme, a company-wide initiative to reduce accidents and improve driver safety on the road. As part of the programme, Andrew Page had to identify high-risk geographic areas and drivers, identify specific adverse behaviour and then educate the drivers on how to become safer drivers.

Andrew Page wanted to make its fleet more efficient by improving mapping, ruling out double running and ensuring all the right areas were being covered.

The solution

Andrew Page implemented Masternaut's fleet management solutions across its fleet, following a trial period in Birmingham that delivered a 47% reduction in harsh events and a 7.1% improvement in MPG.

Masternaut Connect is used across Andrew Page's entire fleet of 900 vehicles, with individual applications being utilised by different branches.

Masternaut's telematics system is a part of Andrew Page's accident reduction programme, with the data provided by Masternaut helping to address driver behaviour. The system identifies drivers and regions of high risk, understanding what those risks are and then educating drivers on how to eliminate risks on the road. The system tracks multiple driver behaviours, including speeding, harsh braking, harsh acceleration, harsh cornering and more.

Andrew Page is using Masternaut Connect to help investigate any accidents that do happen, with the system being used to look into the circumstances that may have caused the incident, such as speeding and harsh driving events.

Masternaut Connect scores drivers using a traffic light system, with those in the green rated as good drivers with few to zero instances of speeding or harsh driving events, whilst those in red have several instances of speeding or harsh driving events.

Fleet wide, Andrew Page is using Masternaut Connect to improve overall vehicle and driver performance, reduce CO_2 emissions, improve MPG, and increase efficiency.

The outcome

Since installation, Andrew Page has seen driver behaviour scores improve greatly across the fleet, with 98% of drivers in the green, and the remaining 2% in amber. As a result, accidents have been reduced and are continuing to fall month-on-month, improving driver safety, vastly minimising road risk and improving staff welfare.

Instances of speeding across the fleet have dropped right off since installation, reducing by 97% in six months.

Overall fleet fuel efficiency has seen a major improvement as a result of improved driver behaviour, and better efficiency and scheduling. The average vehicle MPG rating has increased from 48 to 52.5, helping Andrew Page to save money on fuel costs.

In the future, Andrew Page is looking to work with fleet provider Zenith to start utilising Masternaut Connect further, and will also explore integration with its fuel card system. Andrew Page also expects insurance and accident-related cost savings to come into effect in the next 12 months.

"At Andrew Page, we take our duty of care very seriously and are committed to providing our drivers with a safe working environment. Central to this is our accident reduction programme and ongoing driver training, the data for which has been driven by Masternaut Connect. Since implementation, we've seen a big reduction in accidents, which is still continuing to reduce further month-by-month. The data provided by Masternaut Connect has been a major part in the way we've been able to tackle driver safety, providing ongoing feedback to our drivers based on their driving behaviour. We've now got 98% of our drivers rates as being safe drivers and this improvement in driving style is ensuring that we're helping our staff get home safely."

Stuart Wiseman, Group Fleet Manager, Andrew Page