



Case study

Oakleaf creates a culture of safer driving

Using the power of telematics to maximise driver and vehicle safety

When Oakleaf Commercial Services introduced Masternaut across its fleet, drivers responded positively and now take pride in striving for the 'speeding free' award each week. It's a change in attitude that has improved safety and reduced risk.



Speeding 'events' reduced from 160 per week to just 40



50% reduction in unnecessary vehicle idling



30% reduction in harsh braking and acceleration



Annual savings of over £9500 in fleet fuel costs

“Our Masternaut telematics solution has helped build a partnership between the fleet managers, owners of the work and our employees. It's encouraged good driving behaviours that reduce cost, decrease vehicle emissions and better manage the risk that our drivers and mobile staff encounter whilst on the move.”

Keith Burgess, Executive Business Manager, Oakleaf Commercial Services



Customer overview

Oakleaf Commercial Services provides high quality, professional, property maintenance and construction services for housing associations, schools, local authorities and facilities management companies. Services include modernisation and adaption, grounds maintenance, fleet services, PVC-u manufacturing and bespoke joinery.

Their vehicle fleet of 127 light commercial vehicles is made up of vans and tippers, some of which are parked overnight in the main depot, whilst others are taken home by employees, ready for an early morning start.

The challenge

Oakleaf had been using basic telematics for some time, however their system didn't allow easy access to the data, so it was not being monitored or used effectively.

They needed a solution that:

- Was accessible from desktops and mobiles
- Managers from various areas of the business would find easy to use
- Helped to improve risk management across the fleet
- Provided the option to create individual reports
- Kept track of all core areas including vehicle speed, location, arrival and departure times, CO₂ emissions, fuel consumption, MPG, harsh braking and acceleration events and idling.

After looking at various options, Oakleaf chose Masternaut Connect for its usability – and because it ticked all their boxes.

I can't imagine us operating without our Masternaut system. As responsible managers, we want and need the information it gives us.

Keith Burgess, Executive Business Manager, Oakleaf Commercial Services

The solution

Masternaut was installed across the entire fleet including 6 vehicles operated by a subsidiary.

Managers needed to see how well vehicles were being driven so various data measures could be presented to the board detailing key indicators such as fleet utilisation, speeding and harsh driving events, start and finish times, MPG and emissions figures, amongst others. The initial focus was on driver safety and speeding events.

Benchmark settings were tested and amended, removing minor transgressions of less than 10% from the data stream, so that the initial reporting and analysis was targeted on drivers and routes where there were clear issues. Weekly reports were set up to keep track of individual speeds.

Positive outcomes

Drivers reacted well to the new system and driving behaviours have changed significantly. There has been a change in mindset, as drivers have adapted and improved their driving styles and now compete to be recognised as better and safer drivers.

This has resulted in:

- A very significant drop in speeding events from 140 to 60 per week
- A 50% reduction in unnecessary vehicle idling
- Annual savings of over £9500 in fuel costs
- 1,316kg of CO₂ emissions cut since the beginning of 2017
- 30% reduction in instances of harsh braking and acceleration

Since the Masternaut solution has been in place, Oakleaf have seen a cultural change across the business as drivers strive to achieve a speeding free record. This positive change has reduced the risks involved in driving and improved safety for drivers and other road users. A win:win outcome for everyone.