



# CASE STUDY

JOHN MITCHELL HAULAGE AND WAREHOUSING



TRANSPORT & LOGISTICS  
A SOLUTION FROM MICROLISE



## CASE STUDY

# FOCUS ON DRIVING STYLE AND THE REST WILL FOLLOW

## THE CHALLENGE

John Mitchell started back in 1956 with a single vehicle. The founder's son Iain Mitchell is now at the helm as the Managing Director, celebrating the 60th anniversary of the company, running 122 vehicles and employing 130 drivers. The challenge for the business is to deliver outstanding value and service for customers whilst minimising operational costs and improving safety.

## THE APPROACH

The emphasis has been to stop focusing on fuel consumption and start focusing on driving style. At first it was easy to be distracted and attempt to address fuel consumption directly, but the team has found that using telematics to improve driving style should be the priority.

The transport team achieves this in a number of ways, including through monthly league tables, where drivers are financially rewarded at the end of each month for achieving an A grade performance. They are measured on a host of criteria including idling, speeding, cornering and braking; and given an overall score between A and G for the month.

"The Microlise system definitely ticks all of the boxes. We managed to achieve better accident & incident rates out on the roads, which obviously leads to a reduction in insurance costs.

We also see a reduction in vehicle maintenance costs, the system definitely brings a huge element of control to the business, which funnily enough does quickly turn into a financial benefit."

**Iain Mitchell**  
Managing Director,  
John Mitchell



## THE RESULT

John Mitchell Haulage and Warehousing works closely with a number of worldwide shipping companies and international freight forwarders, in addition to blue chip corporations and UK based private businesses.

The company must provide the very best customer service in order to maintain its leading position in the market, whilst keeping costs to a minimum in an industry where profit margins are notoriously slim. Microlise Fleet Performance has helped to deliver a large degree of control for the business which has in turn resulted in a financial benefit.

The Fleet Performance product has also helped to engage drivers. They'll now often contact the transport office to find out how well they are doing and whether they are on course to achieve their performance targets. Following the implementation the fleet has reduced accident rates, in turn reducing insurance costs. Dedication has resulted in the team achieving success in the Microlise Driver of the Year awards for two years running.

Angela Martin, John Mitchell Administration Supervisor: "It's a very straight forward system to use. We've got the A to G reports which show you how the drivers are performing. The drivers are quite keen on it - just to see how much of a good driver they are. You do have them on the phone: how am I doing? Am I doing well this month?."

**"It makes the job a lot better. Because you're driving a truck anyway, you might as well feel as though you're driving it right, I think, so that you can feel like you are doing the job as best as you can."**

**If you were out on your own and something happened and it wasn't getting recorded, it would just be you. But if you have got telematics, it's kind of like a friend in a box, keeping an eye on what you are doing."**

**Douglas Thornton**  
Driver,  
John Mitchell



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