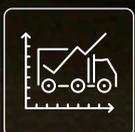




# CASE STUDY

BIBBY DISTRIBUTION



TRANSPORT & LOGISTICS  
A SOLUTION FROM MICROLISE



## CASE STUDY

# USING TELEMATICS TO DRIVE HEALTH & SAFETY CULTURE

## THE CHALLENGE

Bibby Distribution is a privately owned multifaceted logistics company whose parent organisation, Bibby Line Group, was established more than 200 years ago. Operating in a number of sectors, the company employs more than a thousand drivers, has 1,500 trailers and 600 tractor units. Over the last decade Bibby has bought half a dozen businesses as it expands its operations through both acquisition and organic growth.

A significant challenge has been integrating the various systems at these six different companies - with the existing technology at Bibby.

Bibby wanted to make sure it didn't end up with a diverse array of systems not talking to each other. This, according to Commercial Director Nigel Tullett, would lead to the business not being optimised; ultimately affecting the offering available to customers.

## THE APPROACH

Once the decision had been made, a specialist Microlise team assembled to work closely with Bibby and ensure a comprehensive understanding of the goals for the deployment and the capabilities of the system.

Bibby decided to invest in a single telematics system across the business, and also in a solution which could be used to actively drive

the health and safety culture at the business - priority number one for Bibby - which also owns shipping and oil and gas companies.

Bibby Distribution selected Microlise to be the telematics solution across its entire fleet.

**"The simplicity of their reporting was a real draw to us. That has without a doubt lived up to expectations - the simplicity of the solution in terms of the interface with our drivers, and all of our colleagues, is something that really does make Microlise stand out from the crowd."**

**Nigel Tullett**, Commercial Director, Bibby Distribution



## THE RESULT

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 is achieving this in a number of ways, including through weekly league tables. Drivers are measured on a host of criteria including idling, speeding, cornering and braking; and given an overall score between A and G.

“Working with Microlise, the team were always really engaged, very friendly and they always had ourselves as the customer at the centre of their decision-making,” said Tullett.

By managing drivers correctly, so that they are performing at a higher standard, Bibby has seen economic benefits. Bibby is already experiencing better MPG and is driving down maintenance costs, with fewer knocks and less wear and tear on vehicles.

Bibby has also seen a reduced level of accidents within the business, a reduction in RIDDORs (Reporting of Injuries, Diseases and Dangerous Occurrences Regulations) by 39%, a

reduction in lost time accidents and a reduction in the number of accidents per million miles driven. “Investing in Microlise has proved invaluable to us,” Tullett added.

Implementing a driver training system, backed by Microlise, has seen a 12% reduction in accidents, and an 11% improvement in fuel economy and CO<sub>2</sub> output reduced by over 10%.

### THE NUMBERS:

**12%**  
REDUCTION IN  
ACCIDENTS

**11%**  
IMPROVEMENT IN  
FUEL ECONOMY

**10%**  
REDUCTION IN CO<sub>2</sub>



Microlise Limited  
Farrington Way  
Eastwood  
Nottingham  
United Kingdom  
NG16 3AG

Phone: +44 (0)1773 537000  
Email: [enquiries@microlise.com](mailto:enquiries@microlise.com)

[microlise.com](http://microlise.com)

Connect with us:

