



Case study

Dorset Travel is miles ahead with Masternaut.

A fast and effective deployment. A safer and more fuel-efficient fleet.

Discover how Dorset Travel, used Masternaut Professional Services to deliver a cost-effective telematics deployment and data insights which lead to fuel cost savings and improved fleet safety.



- £108
per vehicle per annum
on fuel costs



+ 6.5%
increase
in mpg



- 34%
reduction in harsh
driving events

“I would like to place on record my thanks to you for the professional manner in which you managed the install and deployment process and for the advice given, which was money well spent. I have been impressed with the quality of the insight and analysis provided, which has already had a positive effect on operational efficiency and running costs” Peter Colvin, Fleet Operation Manager



Customer overview

Dorset County Council (DCC) provides a wide range of services, including Planning, Roads & Transport, Waste Management, Housing and Social Care. DCC runs vehicles ranging from LCVs and gritting lorries to school buses and minibuses that operate under the Dorset Travel banner.

The challenge

In common with most local authorities, DCC and Dorset Travel in particular, face ongoing challenges in terms of reduced government funding and budget cuts. So there is a clear need to identify areas where cost savings can be made, ideally without significantly affecting the quality and delivery of front line services.

In essence, the need was for a solution that could:

- Increase fuel efficiency across the fleet and demonstrate real savings in fuel and maintenance costs
- Critically review overtime requirements and identify efficiency savings
- Provide evidentiary data in respect of public complaints about speeding
- Evaluate performance differences between drivers and pinpoint training needs

The solution

Extending an existing deployment with DCC and following a successful engagement facilitated by the Yorkshire Purchasing Organisation (YPO), nearly 100 passenger transport vehicles were equipped with Masternaut telematics devices, all communicating with the Masternaut Connect platform, which provides a simple and intuitive web-based interface for Dorset Travel to see their bus fleet in action in real time. Masternauts Professional Services team were engaged to facilitate the installation and roll out of the program, to review the initial results and provide data analysis in the light of the objectives above.

The outcome

The system went live in June '17 and initial results have been greatly encouraging:

- Readings across the fleet show £108 per vehicle per year fuel cost savings, through
- An average 6.5% increase in mpg
- An 18% reduction in idling times
- A concurrent 34% reduction in harsh driving events have shown that driver behaviour is also being modified positively.

Other positive outcomes include:

- Cost savings from reduced overtime requirements
- Reduced 'out of hours' and out of scope vehicle use
- Improved scheduling from a detailed route analysis
- A wealth of data to help with targeted driver training
- The ability to respond definitively to public complaints about speeding

Overall the system has helped the Dorset Travel team make proactive improvements to their operations and to provide a better service to the general public.