

Case study

The Lanes Group.

Communicating and delivering at a guaranteed fast pace.

Discover how Masternaut helped The Lanes Group manage their fleet to validate why they were market leaders in emergency blockage clearance and remedial drainage work.



Fleet management experts



Real-time combined tracking solution



Driving new business

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Alan Wallis, Operations Director, The Lanes Group.



Customer overview

The Lanes Group wanted to clean up a new business tender...Masternaut helped track down their lucrative new business.

As the UK's largest independent drainage and sewer renovation specialists, Lanes knew it had the reputation to secure one of the largest contracts in the company's 20-year history. A key element of the business tender required a specialist service partner who had the fleet management tracking technology to validate why they were market leaders in emergency blockage clearance and remedial drainage work.

The challenge

The prospected utility contract was driven by KPI arrival times, so the tender challenge to meet the logistical customer need was clear; Lanes had to demonstrate they could deliver a real-time combined tracking solution, for a business with over 10 million customers in a densely populated region of the UK.

The solution

The Lanes Group needed a step change in fleet tracking and assessed the telematics marketplace. They identified Masternaut as the best product and managed service provider for the particular needs of their target client.

Selecting Masternaut's fleet management service and support allowed The Group to look forward. With Masternaut on board, Lanes have an additional tool in their armoury for new business opportunities that require complex tailored analysis to optimise fleet performance and reveal return on investment.

Lanes secured the new business after a consultation and tender process that lasted over a year for one of the UK's most important water and sewerage companies. Lanes, which operates a fleet of 570 vehicles from 21 depots across the UK, identified the need to mobilise 420 fleet vehicles with Masternaut products with the capability to efficiently track individual vehicles.

The outcome

Lanes is currently investing £3m in new plant and equipment to service the contract from a new office in Slough. The Lanes fleet was fitted with Masternaut products to meet the client brief.

Having played their role in helping to secure the contract, Masternaut applied their ongoing support, training and education programme to meet Lanes own desire for a reduction in fleet and business costs. This proved to be a differentiator for Masternaut above its competitors for servicing large customer contract needs.

While fleet tracking is sure to be an appealing proposition for new business opportunities, The Lanes Group are considering the potential benefits of Masternaut's broader suite of mobile resource management products for existing customers. Beyond tracking vehicle locations, Masternaut offers advanced business intelligence solutions with the capability to monitor driver behaviour, improve schedule management and produce results that benchmark sustainability performance.

“Following months of detailed planning, having Masternaut in our corner for this utility client tender demonstrated a key relationship with best-in-class fleet management experts. To meet the needs of this client, we required remote access to tracking analysis that showed vehicle arrival times and when the engineers were moving on to the next job. Because Masternaut manages this process, they can deliver the required information with speed and accuracy, affirming our commitment to transparency and accountability. The Lanes Group aims for the highest standards of operational efficiency, so we are naturally excited to see how our Masternaut solution can benefit existing customers and prestigious new contracts.”

Alan Wallis, Operations Director, The Lanes Group.