

Customer Case Study



Powerfleet Solutions Drive Swans Travel Limited's Commitment to **Safer Roads and Reduced Emissions**

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR; TASE: PWFL) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years' experience, Powerfleet unifies business operations through the ingestion, harmonisation, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realise impactful and sustained business improvement. The company is headquartered in New Jersey, United States, with offices around the globe.

Customer

Swans Travel Limited

Region

UK

Industry

Coach Hire/Public Transport

Total Fleet Size

60

Vehicle Types

Coaches

Customer Since & Subscription

April 2018 | Before the Powerfleet and MiX Telematics merger in April 2024, the client used: MiX Fleet Manager, 4000, MyMiX, Rovi Mini, MiX Vision, DTCO download service

Aims

Improve Safety

Results

Reduction in harsh acceleration, harsh braking and fuel consumption

Customer Website

www.swanstravel.com



Established Coach Hire Company Makes **Strides Towards a Safer Environment for Their Passengers**

Out with the old, in with the new

Swans Travel Limited is a family-owned coach, chauffeur, and taxicab hire company founded in 1978. It is ISO 9001 quality accredited and has reduced its vehicles' carbon output to meet Euro 5/Euro 6 emission standards.

To ensure excellent customer service, Swans have 24-hour control centres and are on-call 365 days a year.

Swans had previously installed and implemented a telematics solution but found that it could not fulfil their growing needs.

This led them to look for an all-in-one solution that could monitor driver behaviour, provide drivers with live feedback, and use video telematics to improve the "driving performance standard." The solution remotely captures data from a digital tachograph unit.

Powerfleet assessed Swans Travel Limited's current situation and implemented its comprehensive fleet management software and the MiX 4000 onboard computer. It also included value-added services such as the video telematics tool Vision AI, a driver app, an in-cab feedback system, and DTCO download service.





An **All-In-One** Solution

The implemented fleet management solution provides Swans Travel Limited with all the tools to gather and store vehicle and driver information. The solution tracks movements, produces live information streams, and generates in-depth reporting.

The value-added services previously mentioned serve to amplify the power of the solution.

The in-cab driving display system monitors driver behaviour in real time and provides live feedback. The fleet management app is used in conjunction with this so that Swans' drivers can view and monitor their performance, including all events and related scores.

A Powerfleet customer success manager started conducting driver workshops. In these workshops, the fleet manager app is used to discuss further how drivers can improve their performance. The manager provides guidance on the steps drivers can take to become better drivers and monitors their progress.

Vision AI, an in-cab video solution, captures footage of both the driver and the road. Swans Travel Limited uses this footage as an educational tool. In one-on-one sessions with drivers, the footage is used to demonstrate their driving style and how they can improve it.

It also serves as an awareness tool, as drivers can see the consequences of their actions on the road. Ultimately, the aim is to reduce the events that reduce road safety.

"We chose their solution because they had the best sales team, and their overall performance has been excellent. The reporting system is clean and easy to understand. Both the camera system and reporting has been an upgrade from our last systems."

Peter Weston

Engineering Director, Swans Travel Limited



Results

Results Achieved Across the Board

Implementing the telematics technology and the value-added services mentioned previously allowed Swans Travel Limited to improve the safety of its passengers within 6 to 12 months.

The accuracy and reliability of the tracking system were especially valuable for Swans. It provided their customers with up-to-date and correct information, which was particularly helpful in two instances.

One is transporting children to and from school. Parents can see the route their children take in real-time and when they depart for and arrive at school. This gives them peace of mind that their children are safe when out of sight.

Two, when they transport football, cricket, and rugby fans and teams to game destinations. Swans Travel executes transport for the highest sports leagues, including the Premier League, Cricket, and Rugby World Cup, and has done so over the past decade.

Again, departure and arrival times can be accurately calculated, which is crucial to avoid unexpected delays. Knowing the location of the fans or teams at all times also has the added safety advantage.

Using the in-cab driver display system has made drivers more aware of their actions on the road due to the live feedback it provides. This increased awareness has reduced levels of harsh acceleration and harsh braking, which, in turn, has lowered the fleet's overall safety risk.

Implementing these solutions has opened the door for future growth within Swans Travel Limited. The company now has a dedicated Powerfleet technology champion who helps ensure that it gets the most value out of its investment and assists with any changes in business requirements.

They have implemented a driver reward program, rewarding drivers with exceptionally good driving scores or low idling. The driver app has been instrumental in this, as it helps drivers keep track of their performance and shows which drivers need additional training to improve.



Harsh Acceleration
Reduced by **56%**



Harsh Braking
Reduced by **24%**



Fuel Consumption
Reduced by **14%** over 6 months



Excessive Idling
Reduced by **33%** over 12 months