



ff VOICE OF THE CUSTOMER

Savings of £22k a month on fleet operational costs have been achieved and CO₂ emissions have reduced by 27%.



Michael Rayner, Operations Director, Zenith Hygiene Group plc

UK's largest privately owned hygiene business

The Company

Zenith Hygiene Group plc is a leading cleaning and hygiene specialist. It distributes and delivers to 8,000 customers across 14,000 sites in the UK. Customers range from independent owner-managed businesses to large national operations varying from hotels to hospitals, from laundries to leisure complexes.

Founded in 1996, the Group is the UK's largest privately owned independent manufacturer and supplier of hygiene chemicals and ancillary products. It works in both the public and private sectors serving the Ministry of Justice, hospitals and care homes, the Houses of Parliament, high street operators such as Nando's, Krispy Kreme, Presso's and Yo! Sushi. The business has a strong history of organic growth through new client wins and selective acquisitions. It prides itself on consistent delivery of quality, service and value, working in partnership with customers to provide clean and hygienic environments and reduce long term costs.

Driving change through telematics

The Challenge

A fleet of 119 vehicles making more than 1,000 deliveries a day provided a major operational challenge. With a fleet of 63 trucks and 56 company cars, the operations team had no way of monitoring the routes taken on a day to day basis or the driving behaviour and standards of the drivers.

Zenith was facing rising fuel, maintenance and insurance costs due to increased accident rates. It was vital for the company to install systems that not only reduced costs and provided better fleet management information, but also helped change driver behaviour. The chosen solution needed to prove itself as a change management tool in terms of the organisation's policies and behaviour as well as a telematics solution.



£22K per month saved on fleet operational costs

The Solution

TomTom Telematics, with its market leading WEBFLEET SaaS (Software as a Service) system, was appointed as partner of choice, with TomTom's LINK tracking devices, PRO navigation terminals and ecoPLUS fuel monitoring devices being installed across 119 vehicles, including 56 company cars and 63 trucks.

Zenith introduced TomTom's OptiDrive indicator to profile and benchmark driver behavior which helped detect harsh cornering, heavy braking and speeding. This is used in conjunction with Active Driver Feedback which flags these driving events to the driver via the navigation device, enabling behavior to be corrected in real time. The LINK boxes, which send positional data messages in real time, enable the transport office to determine the location of every vehicle in the fleet at any given time.

Insurance costs down by £78,000 p.a.

In just six months the business realized £10K savings in fuel per month, which equates to over £1000 per vehicle per year. Average vehicle mpg has soared from 26 to 43 - a 63% increase in just three months, with drivers responding positively to the Active Driver Feedback and how they score compared with other drivers on the OptiDrive indicator benchmark. Driver incidents at one Zenith depot have reduced from 250 incidents per 100 miles to just 15, with the system leading to improved fleet management and driver morale as well as better driving standards. As a result, Zenith's insurance risk profile has improved and its annual premiums reduced by £78,000 per annum.

CO₂ emissions reduced by 27% from 33 to 24lbs per day

TomTom's ecoPLUS fuel monitoring device has also allowed Zenith to manage its carbon footprint, which has resulted in a reduction in CO₂ emissions of 27%, from 33lbs to 24lbs per day. It also provides a real time view of each vehicle in the fleet, showing when and where fuel has been wasted through idling and poor driving standards. "We pride ourselves on taking a market leading approach when it comes to our environmental and corporate responsibility and this investment demonstrates our continuing commitment in this area," said Michael Rayner. "Larger clients expect to check the claims we make, so auditing the environmental impact of our business is now a vital component of new business tenders.

"The intelligence and data insights provided by the WEBFLEET system have brought long-term business benefits and have enabled Zenith to invest in further improvements to enable us to manage and exceed customer expectations, allowing us not only to retain but win new business by constantly delighting our customers," he concluded.