CASE STUDY

Carey England

FLEET SIZE  180 vehicles  
INDUSTRY  Chauffeur transportation  
REGION  UK  
SOLUTION  FM Communicator and FM-Web  

CAREY INTERNATIONAL AIMS TO PROVIDE EXACT AND DEPENDABLE CHAUFFEUR TRANSPORTATION TO A STRING OF POWERFUL CLIENTS. THE GROUP HELPED PIONEER THE CHAUFFEURED SERVICES INDUSTRY AND HAS MAINTAINED A POSITION AS A LEADER IN THE MARKET THROUGHOUT ITS EXISTENCE. EVER SINCE 1921, THE COMPANY HAS KEPT ABREAST OF THE LATEST INNOVATIONS IN THE TRANSPORT SECTOR TO ACCOMMODATE ALL OF ITS CLIENTS’ UNIQUE NEEDS AND SET ITSELF APART FROM THE COMPETITION.

In order to keep its clients happy and reduce the potential for these huge implications Carey wanted some control. Mendoza explains that Carey needs to know on a car-by-car basis where each vehicle is supposed to be at any given time – the CEO’s car cannot and will not be late, no matter the circumstances.

SOLUTION PROVIDED

To accomplish this, Carey turned to MIX Telematics and its real-time vehicle location systems.

Mendoza explained the simple yet sophisticated process of installing a small and very discrete piece of equipment on to each vehicle. “It is always installed covertly, so nobody can interfere with it,” he said. Once a car has the device attached, it begins transmitting data via MIX Telematics back to the Carey control room, where a simple map projection can track every single one of the fleet’s 180 vehicles to within a few feet.

Mendoza explains that with this level of coverage, Carey is able to offer a truly premium service, far beyond the simple premise of guaranteeing a pick-up time.

BUSINESS CHALLENGE

Carey realised that more and more of its clients needed assurance as well as transportation. Greg Mendoza, the managing director of Carey in the UK, explained the predicament: “We provide premium chauffeur services, so if you imagine having the CEO of a major global corporation who is attending a meeting to sign a multi-million pound deal, if his car isn’t there on time the implications can be huge.”
**RESULTS OBTAINED**

MiX Telematics’ solution has allowed Carey to continue its innovative tradition and actually give remote access of information via the internet to certain key clients. This has not only facilitated greater levels of trust between the fleet provider and its customers, but gives clients the levels of reassurance they crave.

“Our customers value the fact that we can tell them at any given time where their employees are, so there’s a duty of care element there. For example, if a business continuity situation arises and a firm needs to know where their CEO is quickly, we can tell them. Companies derive a great deal of comfort from that,” remarks the managing director.

Real-time tracking data is also recorded by MiX Telematics and can be utilised to aid dispute resolution. This is a real customer service benefit, especially in terms of newer clients. Carey is now able to explain, using the precise and accurate route data, why its driver took the roads that they did, avoiding traffic and other pitfalls that could have potentially made the clients’ perceived route much less time efficient.

Carey has also found the system advantageous to its own operations. Because of the unique nature of the clientele, Carey actually has very few of its cars on its premises at any given time, so the real-time tracking technology is also vital in terms of managing its assets.

“It’s essential that we know where our vehicles are at all times and we can audit them and check they’re being used in the way they’re supposed to be,” says Mendoza.

He explains it’s obviously beneficial to know where the drivers are, but the technology helps meet the firm’s own rigorous duty of care requirements, enabling fleet managers to monitor driving hours and performance of the chauffeurs.

Finally, there are the additional security benefits MiX Telematics provides for the vehicles themselves. Now, if a vehicle is stolen, Carey is always able to track it down.

“I’ve been with the company for about eight years and I think we’ve had three or four vehicles stolen during that time. All of them have been recovered, as we have the location tracking equipment in there,” says Mendoza, who also pointed out that there is also the knock-on benefit of lower insurance premiums.

The covert nature of the device means that it is virtually tamperproof – even the chauffeurs cannot interfere with it and it cannot be disabled if the vehicle is stolen.

The whole system has become fundamental to Carey, with Mendoza stating: “Without this technology, it would be very difficult for us to do our job.”

Backing up the system has been MiX Telematics’ great infrastructure, the robustness of which has ensured the chauffeur company – and its clients – do not experience any downtime.

The managing director states this has been fundamental to offering the round-the-clock premium service that sets Carey apart. “The whole process, from fitting the equipment in the cars to receiving the data in our offices, seems to be 100 per cent reliable, which is absolutely key for us. We’ve had absolutely no problems,” he says.

In fact, the relationship now transcends the provider and customer dynamic, with Carey England allowing MiX Telematics to beta test its latest advances in the field enabling them both to meet the ever-changing and expanding requirements of clients.

**ABOUT MIX TELMATIC**

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as SaaS to customers in 112 countries. The company’s products and services provide enterprise fleets, small fleets and consumers with solutions for safety, efficiency and security. MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners world-wide. MiX Telematics shares are publically traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT). For more information visit www.mixtelematics.com.

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**Greg Mendoza**
Managing Director, Carey England

**www.mixtelematics.co.uk**