CASE STUDY

Crusader Logistics

FLEET SIZE
28 vehicles

INDUSTRY
Transport and Logistics

REGION
Durban, South Africa

SOLUTION
FM Communicator with FM-Web

Originally a brokerage started in March 2000, Crusader Logistics (formerly Crusader Carriers) focuses on the transportation of palletised cargo, including full-load boxed cargo. It maintains a fleet of super-link tautliners and 15.2 metre semi-insulated Pantech trailers, enabling a 24-hour-a-day operation throughout South Africa and into Gaborone, Botswana. Crusader Logistics boasts a strong countrywide transport network, a solid client base and loyal staff members.

In 2003, while on the lookout for a more reliable fleet management solution than they were using at the time, the team at Crusader Logistics was introduced to MiX Telematics.

“MiX Telematics put forward a way for us to run and manage our fleet effectively and professionally,” says Vishal Raghubar, General Manager of Crusader Logistics. “They offered a total fleet management solution according to what we were looking for, and the software seemed very user-friendly and easy to use.”

SOLUTION PROVIDED

A MiX Telematics on-board computer, known as an FM Communicator, was installed in 28 Crusader Logistics trucks. At first, the customer opted to only use the software to track and monitor vehicle movements, but soon they moved on and made use of other valuable features.

“We now use the MiX Telematics solution to manage and control various aspects of our operation more effectively,” says Raghubar.

These aspects include:

- Managing service and maintenance schedules
- Fuel management
- Driver style and behaviour monitoring

Reporting into FM-Web, MiX Telematics’ feature-rich online information and tracking portal, the FM Communicator offers extensive driver and vehicle management functionality. It also uses an on-board GPS and GPRS modem to generate and supply extensive data in real-time.

www.mixtelematics.co.za
RESULTS OBTAINED

Soon after implementation, Crusader Logistics started to experience an improvement in their operational times, and routing and planning for their trips was simplified and improved. By monitoring their fuel consumption via reports in FM-Web, they were also able to identify patterns and save on their monthly fuel spend. Monitoring and improving driver behaviour has been a key enabler in bringing about this benefit.

Now, using the valuable information provided by the same reports, Crusader Logistics is able to keep in line with their budgets. By managing their drivers and briefing them on areas where they can improve their driving style, the company has been able to dramatically decrease the rate of accidents and incidents to become virtually non-existent.

“As much as we ourselves have benefited from the solution, we can now also offer a better overall service and benefit to our customers as a result,” says Raghubar.

“We are totally satisfied with all aspects of the system, as well as the service received from Compass FM, and look forward to continue growing our business and cutting costs where possible,” concludes Raghubar.

ABOUT COMPASS FM

Compass FM offers bespoke solutions to operators of both small and large fleets looking to improve their bottom line. Based in Umhlanga in KwaZulu-Natal, South Africa, Compass FM offers on-site fitment, training, server hosting and more. They also have satellite offices in Johannesburg and Nelspruit. Visit www.compassfm.co.za for more information.

ABOUT MIX TELEMATICS

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as SaaS to customers in over 120 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 worldwide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT).

MiX Telematics Central Services Organisation - Stellenbosch South Africa.