

## KwikFit Mobile manages mobile workforce with Cybit fleet tracking application featuring live vehicle location updates on NAVTEQ maps



The combination of the NAVTEQ® Map and Cybit's Fleetstar-Online web-based vehicle tracking and fleet management solution enables KwikFit Mobile to monitor its 200 mobile assets and build a clear picture of fleet behaviour

### The Challenge

KwikFit Mobile provides a nationwide call out appointment service to commercial and private customers requiring mobile service tyre fitting, replacement and wheel balancing services. In a highly competitive market, KwikFit Mobile needed to leverage its advantage, improve operational efficiencies, and reduce costs whilst at the same time provide innovative customer service.

To better manage and utilise its fleet of 200 vehicles, KwikFit Mobile looked to telematics to provide high-level vehicle activity data including; real-time vehicle location information to assist with future route planning, job allocation and fleet efficiencies. It also had to offer a mechanism for monitoring Duty of Care responsibilities - including historical visibility over working hours, driving hours, driving speeds and mileage information – measured on a daily, weekly and monthly basis.

### The Solution

Fleetstar-Online, Cybit's web-delivered tracking fleet management application provides KwikFit Mobile access to extensive data on the movement of their mobile workforce. Vehicle locations are reported in real-time on NAVTEQ mapping which enables KwikFit Mobile to manage the allocation of its field force by ensuring jobs are assigned to the engineer closest and most appropriate to the customer's premises.

Fleetstar's comprehensive reporting suite also records daily, weekly and monthly vehicle movements providing a basis for building a clear picture of fleet behaviour through data analysis.



### THE CHALLENGE

- To reduce costs, improve operational efficiency and provide innovative customer service

### THE SOLUTION

- Provides extensive data on movement of mobile assets
- Enables more efficient job allocation and management
- Identifies closest and most appropriate resources
- Analyses vehicle movements and builds clear picture of fleet behaviour

### THE BENEFITS

- Reactive fleet deployment much easier to manage
- Any fleet inefficiency highlighted by historical data analysis
- Reduce fuel costs through better planning
- Increased productivity
- Broad range cost savings
- Support customer service

## The Benefits

Using real-time vehicle location data, the KwikFit Mobile control centre can easily manage reactive deployment of service vehicles to jobs in the vicinity - without duplicating journeys or sending drivers' way out of their areas. The high standard of customer service on which KwikFit Mobile has built their brand is supported through the provision of accurate engineer arrival times. KwikFit Mobile's implementation of Fleetstar lead to cost savings across the board, in particular through increased workforce productivity and reduced fuel costs through long-term analysis of distances driven and driving styles.

By looking at historical vehicle route data, areas of inefficiency are graphically highlighted for example, driver detours or the crossing of engineers in the same area. Close management of Duty of Care responsibilities also means the company holds records on each journey an employee makes, enhancing the welfare of drivers.

## About Cybit

Cybit is a global force in Telematics, operating within three core sectors: Internet-based vehicle Telematics solutions; Economic Exclusive Zone (EEZ) Management; and Private Mobile Radio (PMR) based asset tracking and precise positioning solutions.

In the vehicle Telematics sector, Cybit is one of Europe's leading Telematics Service Providers (TSPs). More than 2,000 business-to-business clients use the company's fleet and asset management solutions to manage in excess of 50,000 assets primarily in the public sector, service industries and logistics and distribution markets. Solutions include in-vehicle technologies, workflow management, CanBus integration and internet-based monitoring and reporting software. The company also provides consulting services to advise on operational and legal issues such as duty of care and working hours. [www.cybit.co.uk](http://www.cybit.co.uk)

## About KwikFit

Kwik-Fit Fleet is part of the Kwik-Fit Group, owned by PAI, a leading European private equity firm with offices in Paris, London, Madrid and Milan. Kwik-Fit operates from almost 2,000 service points across Europe and includes Kwik-Fit Netherlands, Speedy in France and Pit-Stop in Germany. The company services the requirements of almost 7.5 million motorists a year and is Europe's largest fast-fit services provider.

## About NAVTEQ

NAVTEQ is the leading global provider of digital map, traffic and location data that enables navigation and location-based platforms around the world. NAVTEQ supplies comprehensive digital map information to power automotive navigation systems, portable and wireless devices, Internet-based mapping applications and government and business solutions. The Chicago-based company was founded in 1985 and has approximately 4,400 employees located in 195 offices and in 44 countries.

KwikFit Mobile's implementation of Fleetstar-Online follows a period of strong growth as companies invest in more robust occupational road risk management procedures. The serviceability of wholly owned and grey fleets has become paramount due to recent legislation and longer fleet replacement cycles. The company's mobile service makes it possible to react swiftly to servicing requirements and planned inspections without taking vehicles off the road.

*"We found Cybit to be holistic in its approach which enabled us to address many, if not all, of our concerns around customer service, overhead, managing growth, health & safety and our fleet's Carbon Footprint. The solution will impact right across our mobile business."*

**Simon Lucas**  
Operations Director, KwikFit Mobile



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