



# CUSTOMER CASE STUDY



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*The consistent service level, support and dedication shown by MiX Telematics and Rauwers has given bpost the confidence that we chose the right service provider for our long-term fleet strategies. The immediate savings and the 2:1 return on investment within the first 24 months was the cherry on top of the pie!*

- Tom Goethals, Program Manager: Fleet and Equipment, bpost

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## About MiX Telematics

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as Software-as-a-Service, or SaaS, to customers in over 120 countries. The company's products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security.

### CUSTOMER / CHANNEL PARTNER

bpost | Rauwers

### REGION

Belgium

### BUSINESS / INDUSTRY

Mail and package distribution | Logistics and distribution

### CONNECTED VEHICLES

5,000

### VEHICLE TYPES

Light commercial vehicles, heavy commercial vehicles

### CUSTOMER SINCE & SUBSCRIPTION

2018 / MiX 4000, MiX Drive Mate, MiX 3D

### AIMS

Increase sustainability

### RESULTS

Reduction in fuel consumption and operational costs

### CUSTOMER WEBSITE

[www.bpost.be](http://www.bpost.be)

# bpost collaborates with MiX Telematics to build a more sustainable business and fleet

## Combining technology with hands-on support

bpost is Belgium's leading postal operator and a fast-growing logistics partner within Europe, North America, and Asia. They deliver to millions of doorsteps and pick-up points and offer a wide range of services for the whole e-commerce chain.

bpost maintains a strong sustainability strategy using three pillars: people, planet, and proximity. This translates into an engaging corporate culture that ensures the wellbeing of employees and good working conditions, the bringing together of people and communities regardless of physical distance and reducing the business' environmental footprint.

Since bpost aspires to be a market leader in sustainability, one of the ways they are working towards this goal is by making their fleet operations more eco-friendly. Their fleet of over 20,000 vehicles (of which 11,000 vans) drive a total of 175 million kilometres per year (145 million kilometres by vans) and transportation is one of the largest generators of carbon emissions. Furthermore, bpost has three sustainability objectives:

- **By 2025:** have 50% electric vehicles for last-mile delivery.
- **By 2030:** have 100% electric vehicles for last-mile delivery.
- **By 2040:** be completely carbon neutral.

All the above meant that bpost needed to implement solutions that would aid them in helping their employees drive more economically to conserve fuel and reduce carbon emissions while guiding their EcoDrive programme. The telematics partner also needed to have strong solutions for the purpose of helping them transition their fleet over to electric vehicles.

bpost enlisted MiX Telematics in partnership with Rauwers, a channel partner of MiX with more than 100 years of experience in improving road safety, increasing mobility, and solving urban challenges. Rauwers is offering support and driver training through their extensive local network of partners while MiX Telematics is providing intelligent telematics technology solutions suited to their unique needs.

## Engaging drivers for efficient performance

The invaluable vehicle data insights and reporting that MiX Telematics offers, alongside the direct customer experience and training from channel partner Rauwers, were the main reasons bpost chose to go with MiX.

MiX 4000 was installed in 5,000 connected vehicles. It is an on-board computer with a modem and accelerometer. Not only does it track the precise location of vehicles in real-time, it also gathers vital vehicle diagnostics (like speed, fuel consumption, harsh driving behaviours and more), creates virtual geographic boundaries, detects misuse by drivers and manages vehicle trips from start to finish. In addition, it has a driver identification option that links drivers to specific vehicles. This aids in knowing which drivers are participating in fuel-wasting behaviours so that the appropriate training can be offered to them.

To further bolster bpost's mission towards to make their drivers' behaviour more eco-friendly, MiX DriveMate was another solution implemented in their light commercial vehicles. It is an in-cab driver display that provides live feedback through a system of LED lights. When a driver participates in certain driving events, such as speeding or harsh braking, the lights are triggered to tell the driver to self-correct or to let them know that a violation has been recorded. This system helps to provide a driver scoring system that categorises drivers according to how many and which events they've engaged in over a period of time. With this information, bpost can identify which drivers are not driving economically and then to refer them for training.

## RESULTS

By combining these solutions (alongside MiX 3D, a tachograph device for monitoring driving hours), bpost can not only coach their drivers to improve their driving performance but also get bespoke RAG scoring reports. This is important due to the large volume of vehicles being reported on as site managers can break down data by site and then use that data to guide drivers appropriately.

### Delivering on sustainability goals

Within 12 months of implementing MiX Telematics' receiving support from Rauwers on proper driver training procedure, bpost reviewed their cost base and noticed a significant reduction in fuel expenditure. In the second year, implementation was extended to the full 5,000 vehicles.

Alongside drivers being more engaged and encouraged to improve their driving performance because of the in-cab feedback provided by MiX DriveMate, bpost's driver scores have improved significantly since implementation.

At the beginning, 40% to 50% of drivers had a good or "green" score and now 80% to 90% consistently score in the top tier and display efficient and safe driving behaviours.

After seeing these tangible and long-term results from implementing telematics, bpost is looking forward to seeing continued benefits.

The business is currently working with MiX Telematics to determine how the introduction of electric vehicles will affect their business and fleet management processes, and how to successfully utilise the data that will be generated by electric vehicles.

This is all a part of helping bring bpost closer to achieving a fully green fleet by 2030.

**10%** REDUCTION  
IN FUEL EXPENDITURE



**= 1.25** MILLION EUROS SAVED



**80%-90%**  
GREEN DRIVER SCORE

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