

Fraikin Fleet Management

THE TOTAL SOLUTION



The term 'fleet management' means different things to different people. For some providers, it could simply cover scheduled maintenance and the handling of any unexpected repairs. For Fraikin however, fleet management means much, much more.

One of Fraikin's largest fleet management customers, Sainsbury's, provides the perfect example of a truly comprehensive fleet management solution.

Fraikin's contract with Sainsbury's began in 2011, covering 10% of the supermarket's 3.5-tonne home delivery fleet. After consistently providing market-leading levels of support, Fraikin rapidly increased the percentage of vehicles under its control. Today, it manages all 3,200 assets, across more than 255 stores UK-wide.

Sainsbury's

The increasing percentage of Sainsbury's fleet being managed by Fraikin was built on a foundation of core principles, including:



Establishing close working relationships, from onsite mobile technicians through to the dedicated contract and senior management team



Consistently delivering on 'the basics' – service, maintenance, repair and emergency response



Efficient management of third-party suppliers, ensuring minimal disruption from new technology roll-outs



Delivering significant savings by enhancing efficiency and strategic solutions



Proposing innovations to further improve performance and cut costs

PERFORMANCE IS KEY

For Sainsbury's, the availability, reliability and safe operation of its home delivery fleet is vital. To ensure this, it measures Fraikin against a range of rigorous key performance indicators, including:

- Less than 5% VOR (excluding scheduled events, but including damage repair defects)
- Less than 40% VOR attributed to warranty or maintenance repairs
- MOT first time pass rate above 97%
- Servicing 100% vehicles on time
- Roadside attendance within 90 minutes
- Repairing or replacing a vehicle within 3 hours more than 95% of the time
- Presenting all charges within 6 weeks of completion date
- More than 90% of calls answered within 20 seconds

With a national network of mobile technicians and a dedicated customer support team at the company's HQ in Coventry, Fraikin ensured these targets were consistently met, and often surpassed. This resulted in Fraikin winning a contract extension until at least 2024.



DELIVERING RESULTS AND SUPER SAVINGS

As the contract has developed, Fraikin's management of the Sainsbury's van fleet has delivered fantastic benefits that have driven huge cost savings, including:

- Supplying stores with more than 26,000 easy-to-fit parts, including bulbs, wipers, fluids, etc to keep more vehicles on the road at minimal cost
- Efficiently and cost-effectively managing more than 7,000 vehicle movements to meet sales demands, maintenance requirements, vehicle decommissioning and driver training
- Providing more than 2,000 annual desktop accident and repair assessments, using recycled and green parts where possible to drive cost savings, ensuring the vehicle remains legal and safe
- Arranging rapid delivery to replace any lost or damaged keys
- Offering a 24/7 escalation service to all Sainsbury's colleagues



PROJECT MANAGEMENT

HOW FRAIKIN GOES FURTHER

To offer a complete fleet management solution, Fraikin also explores new innovations to improve vehicle and fleet performance.

This has involved the introduction of advanced telematics and camera technology to provide a way to monitor and improve driver behaviour, safety, reduce accidents, save fuel and lower CO₂ emissions, as well as develop a robust reporting structure in order to provide vital analysis of the new data.

"The ultimate goal was to install the new systems with minimum impact to the customer's day-to-day running. It was a massively logistical undertaking that involved many moving parts and a host of supporting players – but it highlights the total fleet management solution we provide."

Lorraine Sculley, Fleet Management Director, Fraikin.

THE MOVING PARTS

The project involved close coordination between Fraikin, Sainsbury's and three third-party suppliers:

- **Masternaut** – telematics
- **SureCam** – cameras
- **Diareyes** – helped create an out-of-hours work schedule and supplied the field-based engineers to perform the installation

Given a tight two-month deadline, Fraikin delivered on time and budget, developing a 'live' map to track

the installation progress and ensure as many vehicles as possible could be equipped during a single engineer's visit. This included monitoring the location of the supermarket's 300-plus relief fleet, which constantly moves between stores, so that they could be fitted too.

Working closely with Masternaut and SureCam, Fraikin played a key role in training the supermarket's regional managers in the use of the new equipment, then providing 24/7 support as they passed this knowledge on to around 7,000 drivers.

In the last three years alone, Fraikin's approach to the Sainsbury's fleet management contract has delivered savings of more than £1.5 million.



THE RESULTS

Both Masternaut's telematics data and SureCam's camera footage is used by Fraikin to perform fleet-wide analysis and reporting, monitoring how vehicles are utilised to plan proactive maintenance, reducing downtime and getting the greatest efficiency out of the fleet.

Masternaut's 'in-cab coach', provides live feedback on driver behaviour, with alerts triggered by:

- **Excessive idling**
- **Harsh acceleration and braking**
- **Speeding**

Fraikin then uses this data, supported by any required SureCam footage, to supply a comprehensive bespoke weekly report highlighting how each vehicle is performing. This highlights ways Sainsbury's can lower operating costs through better driver performance, vehicle utilisation and maintenance planning, as well as improved sustainability.

Analysis of the data has shown that through reducing vehicle damage, accidents and fuel use, Sainsbury's will save more than £1 million in the first year. When factoring in reduced wear and tear due to better driving, those savings increase further.

Cost Line	% Benefit	Indicative cost saving per year
Vehicle Damage	4%	£250,000
Accidents	20%	£300,000
Fuel	5%	£600,000

Sculley adds: "Our reports highlight driver behaviours. By monetising that data, we can show exactly how much those behaviours are costing, meaning Sainsbury's can implement immediate changes to reduce costs and, importantly, environmental impact too."

Looking to the future, Fraikin is already working with Sainsbury's on introducing additional functionality, including a deep dive into the CAN bus of each vehicle to monitor for faults and facilitate pre-emptive maintenance, or to adjust schedules, based on how intensively each vehicle is operating.



MAKE THE RIGHT CHOICE

Fraikin's approach to the Sainsbury's fleet management contract is not unique; as a business it can offer all customers the same attention to detail. What is unique is its ability to truly understand the individual requirements for each fleet it manages.

Fraikin's all-inclusive approach is key to it being able to offer a total solution to all fleet management customers.



Want to know more?

Talk to Fraikin today to find out how it can help with your commercial vehicle requirements.

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