



## Waterlogic Case study

Waterlogic are the UK's leading experts in workplace drinking water solutions, providing a comprehensive range of environmentally friendly and hygienic hot and cold-water dispensers to schools, offices, hospitals, care homes, factories and restaurants across the UK and Ireland. Having undergone rapid growth of the business in the last few years, Waterlogic now operate from 14 nationwide service locations, with an expanding fleet of over 300 fully qualified engineers.

### The Challenge

One side effect of Waterlogic's rapid fleet expansion was a rise in vehicle accident rates, and consequently, a rise in insurance premiums and payouts. The transport team knew that a combination of telematics and camera technology was the best solution to help combat this. However, the team were left disappointed by their incumbent telematics supplier after months of waiting for a camera solution to be launched.

While Waterlogic's expansion was welcomed, to utilize their assets effectively and ensure they were operating in a smart, efficient manner, they needed to gain visibility of their entire fleet. With this, they would have the necessary data to understand the strengths and pitfalls of their fleet. Including efficiency, fuel usage and spend, safety and compliance levels, and driver behaviour.

### The Solution

After trialing several disjointed systems within the market, Lee Shropshire, Transport Manager at Waterlogic, was referred to Verilocation's combined vehicle tracking, driver performance, and camera solution.

"I was impressed with the all-in-one integrated solution, allowing us to track our vehicles, monitor driving behaviour, and access our camera footage from one, modern platform. The configurable reporting suite was also a big upgrade from what we were previously using, allowing us to create driver league tables and fuel usage reports within minutes, not days!" explained Lee.

It was imperative to Waterlogic to implement a solution that could provide 'true' driving behaviour and fuel usage data, to support them achieving their goals of reducing accident rates and fleet operating costs. The Verilocation driver performance monitoring solution uses CANbus technology to provide in-depth reporting on the key driving performance related parameters. The data shows the trends in behaviour, who is improving, but also those drivers who are still struggling to make improvements. Lee is thus able to produce weekly speeding, idling, and harsh driving reports, allowing him to identify exactly where improvements can be made and to track his fleet's progress.

As Waterlogic's fleet continues to grow, driver behaviour monitoring has become more of a focus to combat the increase of accidents, and subsequently costs to the business. By delivering tailored driver training, led by real-

life vehicle telematics data, Waterlogic have managed to tackle fleet safety and make a positive impact on their fuel usage and spend. Within the last year, the accident rate has reduced by over 50%, at times reaching 70%, all due to driver accountability. Lee explained how they used to spend days preparing league tables in excel and other various reporting systems to show their driver's statistics for the week or month. Now, they simply run the FMS league table from the Verilocation platform, delivering quick and easy feedback to their team while gaining an overview on fleet performance.

### Vehicle Tracking

Having vehicle tracking in place has greatly improved how Waterlogic operate as a business and work as a team. Their depots use the tracking data to check in on driver location to see if they are on their way back to the depots. This allows the depots to get ahead of the curve and prepare for their arrival, thus making for much smoother day-to-day.

Daniel Newman, Account Manager for Waterlogic commented; 'It is great to see the Verilocation system make such a positive change within Waterlogic. We are excited to see how things continue to improve over time, especially now the system is well integrated into their daily business operations. Welcoming the technology in this way can produce fantastic results and deliver a strong ROI. There really is no cap on what can be achieved, so much so that Waterlogic are looking to hire an additional member of staff to work solely with the solution

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and data, focusing primarily on improving driver behaviour.'

The system is also used to map routes and to ensure depot and driver routes do not overlap. Plus, Waterlogic can ensure their fleet is utilized and distributed in the best way by seeing where the vehicles run daily. By assessing where they need to increase or reduce vehicle numbers, they can implement changes that will produce a significant effect to their bottom line.

### Camera Technology

With high quality cameras installed across the fleet, Waterlogic identify dangerous driving within their fleet, and use the system as a tool when delivering driver training. Combining the footage and CANbus data to conduct weekly and post-accident debriefs means drivers have contextual data informing them on how they were driving, and if they could have done anything differently. Waterlogic have seen speeding events, which are monitored and reported on weekly, reduce by 30% since implementing the solution. Their results highlight that regular feedback from Verilocation reports encourage drivers to keep safety and driving style and the forefront of their minds each time they get behind the wheel.

Additionally, Waterlogic have gained peace of mind that should an accident occur, they have reliable HD footage to show what happened,

and evidence to deal with the situation quickly. The camera technology proves when their drivers are not responsible for an accident, and by sharing the footage with their insurers, they prevent a 50/50 pay out. Therefore, saving money, protecting their drivers and company reputation, and their future insurance premiums.

*This year Waterlogic will receive a substantial rebate of their insurance premium and are set to see another reduction next year in their following premiums.*



**Lee Shropshire,**  
Transport Manager at Waterlogic:

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