

Bus company that improves road safety with smart camera and fleet management technology

Location

United Kingdom

Fleet size

60 coaches

Industry

Passenger transport

CHALLENGE

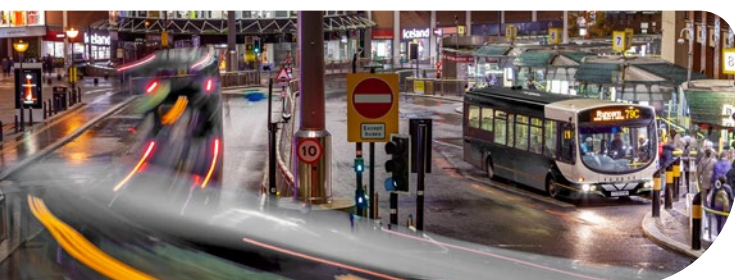
Improving safety and driver awareness in a growing business

A UK-based bus and coach company with a strong focus on passenger safety, serving clients from schoolchildren to professional sports teams, found that as their business grew, their existing telematics system could no longer meet their needs.

They required:

- More detailed insights into vehicle and driver behaviour
- A tool to reduce risky driving and improve overall safety
- A smarter way to train drivers using real driving data
- Better control over fuel consumption and CO₂ emissions

To continue delivering high-quality service while reducing traffic violations and environmental impact, they needed a comprehensive and intelligent fleet management solution.





SOLUTION

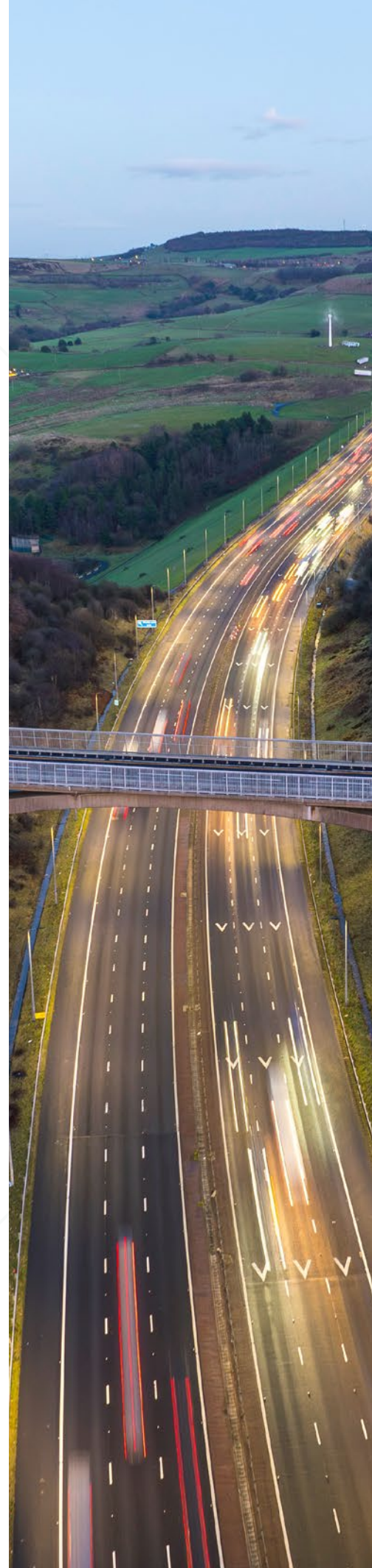
All-in-one fleet management with AI-powered video technology

The company adopted Powerfleet's fleet management solution, which combines vehicle monitoring, driver feedback, and AI-powered video technology.

Key Components:

- **Fleet Management Platform**
Tracks vehicle movements in real time, stores driver and vehicle data, and provides detailed reporting.
- **VisionAI Dash Cameras**
Dual-facing cameras record both the road and the driver's behaviour. This is a central safety tool for them. Dual-facing cameras record both the road and the driver's behaviour. This is a central safety tool for them.
 - Managers use the video footage to give drivers personalised feedback on specific behaviours.
 - The solution helps drivers understand how their actions impact safety.
 - Recordings also help identify and prevent repeat mistakes.
- **Driver Mobile App**
Allows drivers to review past trips, view their driver score (points-based system), and identify areas for improvement.

The combination of real-time vehicle data and in-cab video not only improves driving behaviour but also helps them comply with safety and environmental regulations.





RESULTS

Safer driving, more efficient fleet, lower emissions

Measurable results were achieved within the first year:

56% reduction in harsh acceleration

24% reduction in harsh braking

14% lower fuel consumption
(over 6 months)

33% less idling (over 12 months)

The real-time feedback system and VisionAI camera solution have increased driver accountability and awareness. Video-based coaching enables personalised feedback and helps drivers make meaningful changes to their driving habits.

They also introduced a driver reward programme to recognise drivers with safer driving behaviour and to motivate others to follow best practices.

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR; TASE: PWFL) is a global leader in AI-powered software-as-a-service (SaaS) solutions. With over 30 years of experience, Powerfleet's unique Unity platform aggregates and integrates data from any source, delivering accurate and easy-to-use insights. These insights help companies optimise their human and time resources while supporting sustainable business growth. Powerfleet has offices worldwide and is headquartered in New Jersey, USA.