



## DIRECTOR® guides award-winning coach operator to brighter, greener future



Dashcams help  
reduce accident rate



10% reduction in  
fleet carbon footprint



Customer Service  
Team helps  
maximise ROI



DIRECTOR®  
highlights required  
driver training



**Maynes Coaches is a family run business which has been in operation since 1947. The company prides itself on the experience, professionalism and safety of its drivers, many of whom have been driving for Maynes for over twenty years.**

Operating in a highly competitive environment means the company takes nothing for granted. The fleet is of the highest calibre and Maynes recognise the need to continually invest in rolling stock to maintain a competitive advantage. So too, with technology.

When Maynes began looking for a telematics partner nearly a decade ago, Teletrac Navman fitted the bill. Originally the system was used to help identify driver training requirements, a key element of the company's approach to excellence, but DIRECTOR® has since become an essential component in the continued success of the business.

"We truly care about the environment we live in," says Operations Director, Kevin Mayne. "All our coaches meet the Euro III Emissions Standards as a minimum, with most meeting the more stringent Euro IV or V."

Thanks to DIRECTOR®, Kevin is able to plan routes in the most fuel-efficient way possible. The software also monitors engine idling, which has enabled Maynes to reduce its annual fuel bill by 10% and lower the carbon footprint of its fleet.

With a strong culture of employee development and safety, Maynes has also utilised Teletrac Navman dashcams across its fleet of vehicles to great effect.

The business has seen a significant drop in accident rates by using dashcams to influence driver behaviour, contributing to a reduction in repair bills and insurance premiums. What's more, by providing accurate, real-time footage the cameras have also greatly improved driver morale in the face of rising fraudulent 'cash for crash' insurance claims.

Kevin concludes, "The partnership with Teletrac Navman has been an effective one right from the off and we continue to benefit from their support. Our Customer Success Specialist helps us to get the most value we can from DIRECTOR® by advising how to better utilise the data we receive in more granular detail, keeping our business competitive."

**"The insight we can derive from Teletrac Navman's technology is delivering a better experience for our drivers and operations team, as well as increased customer satisfaction."**