

Coffee, Safety and Environmental Responsibility: Costa Express and the GreenRoad Platform

"It's a win-win-win: we're keeping drivers safe, we're keeping costs down and we're helping the environment at the same time. So it ticks lots of boxes."

BACKGROUND

Costa Express, the self-service coffee bar arm of Costa Coffee, services over 10,500 machines in 11 countries. In the UK, Costa Express employs 185 drivers, many of whom use their own vehicles for work.

Costa Express first evaluated GreenRoad in 2015 as part of its search for a telematics solution to replace an older vehicle tracking system.

Tiago Da Costa, Costa Express's Central Operations Manager, explained, "We soon understood that GreenRoad could give us a lot more than tracking, starting with alerts about driver behaviour: that is, the ability to know not just where our drivers are, but how safely they are driving.

"We could see how this feature, combined with the platform's extensive gamification and driver engagement features, would enable us to take a 'carrot' rather than a 'stick' approach to driver behaviour, creating a true safety culture across the company."

COMPANY PROFILE

GreenRoad Customer:
Costa Express, UK

Fleet Size:
185 vehicles

Number of Drivers:
185

Solution:
GreenRoad Edge Platform,
including Automated Driver
Coaching, Driver Engagement,
Gamification and Fleet Elite



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“Once we realized that the system would pay for itself through fuel savings alone, the decision was easy.”

Tiago Da Costa, Costa Express's Central Operations Manager

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THE SOLUTION

In 2015, Costa Express rolled out the GreenRoad Driver Behaviour Solution across its fleet, including its Safety Scores, Idling Solution and Fleet Elite Driving Excellence programme.

Mr. Da Costa continued, “I went on a regional tour to present the system to our team shortly after we started working with GreenRoad, and thought to myself, ‘How is this going to be accepted? We’re talking about measuring people’s driving behavior – and people are defensive about change.’ But it was a surprisingly easy sell. They saw the value immediately: we’re keeping you safe, we’re keeping costs down, and we’re helping the environment at the same time.

“With very few exceptions, the entire team adopted it and embraced it and saw the benefits. We found it very easy to engage our drivers. And it has remained that way throughout the years, as you can see from the results.”



THE RESULT

Risk Score: After a blind trial demonstrated an average Risk Score of ~40 (40 risky events performed over the last 10 hours), scores improved slowly and steadily to the current level of 12-13, a reduction of ~70%. The target is currently set at 10, but the company believes that it can be further lowered to 5 over the coming months.

Fuel Consumption: The use of the GreenRoad platform has enabled Costa Express to reduce its fuel consumption by 10% per year, even as it added new vehicles. In 2019, the company's fuel consumption was down by 20,000 litres, generating savings that more than paid for the investment – even before considering the system's environmental and safety benefits.

Fleet Elite: In 2017, 10 of Costa Express's drivers (5%) achieved Fleet Elite status by maintaining a Risk Score of 5 or below for an entire year. Last year (2019), 35 (19%) of its drivers achieved Fleet Elite. Mr. Da Costa commented, "We are aiming for 100% Fleet Elite. We believe that if 35 of our drivers can reach this level, all our drivers can."

Management Control: Mr. Da Costa commented, "From a management point of view, GreenRoad has given us a whole new level of visibility, insight and control over our operations. We know how our people are driving and where they are, so we can optimize our planning."



70%

reduction in
average Risk
Score



10%

decrease in fuel consumption
each year, even as the number of
vehicles grew



19%

35 Costa Express drivers
earned Fleet Elite status
in 2019

FUTURE DIRECTIONS

Mr. Da Costa concluded, "As successful as the programme has been, we see areas in which we can continue to improve and new features that we would like to add. We plan soon to add an MPG monitoring capability for our vehicles using the fuel card data. We are looking into the Privacy Suite to enable our employees to use GreenRoad when they're driving on private business. And we are investigating ways to use GreenRoad data via API for other applications.

"Taken as a whole, GreenRoad fits our needs like a glove. Its ease of use, the simplicity of implementation – not just at the start, but ongoing, with all of our vehicles and swap-overs – its great reporting – just the SUCCESS that we've seen from Day 1. It's hard to imagine running our fleet without it."



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About Costa Coffee

Costa Coffee is a British coffeehouse chain founded in London by Sergio and Bruno Costa in 1971 that is now owned by The Coca-Cola Company. The second largest coffeehouse chain in the world and the largest in the UK, Costa Coffee is headquartered in Dunstable, Bedfordshire, and operates over 3,900 coffee shops throughout the world. Costa Coffee's Costa Express arm services over 10,500 self-service coffee bars.

About GreenRoad

GreenRoad Technologies is a pioneering provider of driver safety, operations management and fleet performance solutions. Its technology is currently used by more than 150,000 drivers in hundreds of fleets throughout the world. GreenRoad's solutions deliver a rapid ROI based on significant reductions in fleet accident rates, fuel consumption and carbon emissions, maintenance and insurance expenses, improved customer satisfaction and more.

With a unique focus on drivers as partners, GreenRoad provides drivers with in-cab coaching and proactive notifications to eliminate risk, improve driving behavior and reduce the number of accidents. GreenRoad's solutions combine, manage and gain intelligence from real-time driver coaching, risk identification, telematics, smart sensors, cameras and other technologies, all working as part of a single user-friendly platform. The granular visibility and actionable insights provided enable fleet managers to take a proactive, maximum-agility approach towards improving fleet performance, safety and operations.