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Press release  
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## **Courtney Buses credits Michelin solutions' digital tools with overhauling its operation**

Bracknell-based Courtney Buses says its overall operation has improved significantly since adopting Michelin solutions' new digital services late last year.

The bus operator – which runs a fleet of more than 60 vehicles and employs 90 staff – initially introduced the MyInspection and MyRoadChallenge apps on a pilot basis, with both proving a major hit with drivers.

MyInspection is an app that guides drivers step-by-step through the vehicle inspection process via a list of checkpoints and instantly flags anomalies to engineers, bringing an end to paper forms and potential delays in repairs.

Speaking about its positive impact, Barry Catlin, Service Delivery Manager at Courtney Buses, says: "It's proved such a good tool all-round. The drivers are happy if issues get resolved quicker, the engineers hit all of their KPIs and the public gets a better service. Everyone's a winner.

"It's much more accurate and efficient than filling out a paper form, plus drivers can upload photos of anything unusual they spot – and those images are instantly received by our engineers. It really is a very user-friendly device. It's flexible, hassle-free and, most importantly, easier than the old slow and problematic format it's replacing. It's everything the digital world is supposed to be about.

"Gone are the days of drivers chasing a paper form that's blown away in the wind and rain. This is a major step forward. So, we're absolutely delighted with it and the impact it's had on the business."

Also being used is the MyRoadChallenge app, which is designed to both improve bus drivers' skills on the road and reward exemplary driving. The algorithm embedded in MyRoadChallenge analyses the quality of driving through the acceleration and deceleration detected by the GPS of the driver's smartphone. The app features a playful interface and scores and ranks drivers' performance, helping to create a positive competition between colleagues and rewards good driving with credits that can be spent online.

Although it's not being used by all drivers at present, Catlin is convinced the app will be widely embraced – making daily duties much slicker and less laborious.

He adds: "The drivers who have adopted it already are making good use of it and are very positive about it. The other drivers are eager to see how their colleagues are getting on. They'll see that they have access to all kinds of benefits.

“Management didn’t want to impose something like this on all of its drivers from the off – it works really well when they learn how to use it and understand the benefits it brings on their own terms. The proportion of drivers that are learning it will be the ambassadors for this fantastic app going forward.”

Catlin adds: “It gives drivers feedback that’s personal to them, so they can really learn from it. There’s no intrusion – it’s no longer about management creating league tables of drivers, it’s about drivers self-monitoring their driving behaviours and competing among themselves if they wish. Above all, it works by giving feedback that’s actionable and usable so that they understand what they have to do to improve.”

The two apps taken on by Courtney Buses are part of four innovative digital services which also include MyTraining and MyMotivation. Together, the full suite is designed to spur on commercial vehicle drivers, driver trainers and engineering staff to reach higher levels of performance, reduce operating costs and simplify the everyday duties of running fleets. The apps can be used by bus, coach and HGV fleets.

Founded more than 40 years ago, Courtney Buses carry more than one million customers per year. All of its buses are equipped with state-of-the-art technology, including on-board TFT screens, GPS monitoring and live-streaming CCTV cameras, while many also have Wifi on board. A champion of green issues, in 2002 Courtney Buses became the first bus company in the UK to run 100 per cent biofuel vehicles – which has helped reduce its carbon footprint by 80 per cent in just a few years. Courtney Buses has won awards in the RouteOne Operator Excellence category five times in the past eight years.

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### **About Michelin solutions**

Michelin solutions is part of the Michelin group and was established in May 2013. It currently employs around 900 people globally and is responsible for 400,000 vehicles currently on contract. Michelin solutions is dedicated to designing, developing and commercialising solutions for fleets of trucks, buses, coaches, cars and vans. Its solutions are aimed at fleets wanting to improve their efficiency, productivity, and environmental footprint, in a global and customised way.

<http://fleetstreet.michelin-solutions.com/>

<http://gk.news/michelin-solutions>



<https://www.linkedin.com/company/michelin-solutions>



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