KEEPING WATER SUPPLIES MOVING WITH A SUSTAINABLE FLEET

United Utilities

The customer & the challenge

A steady flow
To keep water flowing for their customers around North West England, United Utilities relies on a vast, behind-the-scenes operation, involving hundreds of reservoirs, treatment works and pumping stations, thousands of kilometres of water pipes and sewers, and a 5,000 strong workforce.

It needs to move these teams around the north west, using a wide range of fleet vehicles – more than 2300 vans, cars and trucks, plus 500 specialist plant items. Its business may be increasingly digital, with the rise of sensors and remote working, but many jobs still need boots on the ground. Moving around the clock are:

- **Heavy Goods Vehicles (HGVs) –** Alternative Supply Vehicles carrying drinking water and Bioresource HGVs converting waste into energy
- **Light Commercial Vehicles (LCVs) –** used by its team of mobile operational staff

Being ready
As an essential community service, vehicles need to be safe to drive and their drivers on-the-road as much as possible, reaching customers on time and in time, if they need to react to an urgent situation, such as a burst water main. So, optimised driver route planning, predictive maintenance, reduced maintenance costs and safe driving behaviour, would help to make this a reality.

Stronger, Greener, Healthier
At the heart of United Utilities' company vision and values is the importance of doing business in an environmentally-sustainable and socially responsible way. The company is committed to moving to a fully green fleet by 2028, part of its journey towards carbon net zero.

vodafone business

United Utilities

How we helped them

Insightful. Efficient. Business.

Predicting the future can be tricky, but not impossible. Vodafone Business Fleet Analytics, powered by Geotab, offers real-time telematics vehicle performance data, that helps United Utilities' maintenance garages spot if there's an issue with any of their vehicles ahead of time.

Stephen Wolstenholme, Head of Fleet, says: "Regular predictive maintenance helps us avoid lengthy 'off-the-road' spells in our service depots, reduce repair costs and improve vehicle availability by as much as a third. More availability also means a smaller total fleet."

On the road, the data is used to work with teams to cut idle times (time spent with the engine running but not travelling), to help reduce vehicle wear-and-tear, maintenance, fuel costs and carbon emissions.

Responsible driving

United Utilities is committed to making sure all its employees go Home Safe and Well. Through Vodafone Business Fleet Analytics we now issue driver behaviour reports that provide drivers with feedback on their driving, including harsh-braking, cornering and speeding, for use in driver improvement training and education programmes.

Safe driving also has a positive impact on customer relationships. Stephen explains: "There's a reputational benefit here. Our vehicles are one of the most recognisable aspects of the brand. It's important that they are driven responsibly. It shows that we care about what we do".

Going electric for a sustainable future

With vehicles being replaced every seven years, the business started adding Electric Vehicles (EVs) into its fleet, so it could achieve its 2028 100% Green Fleet pledge.

When making the move, they had questions like, 'Which, how many and what type of vehicles should I switch? How would my drivers' schedules change?'

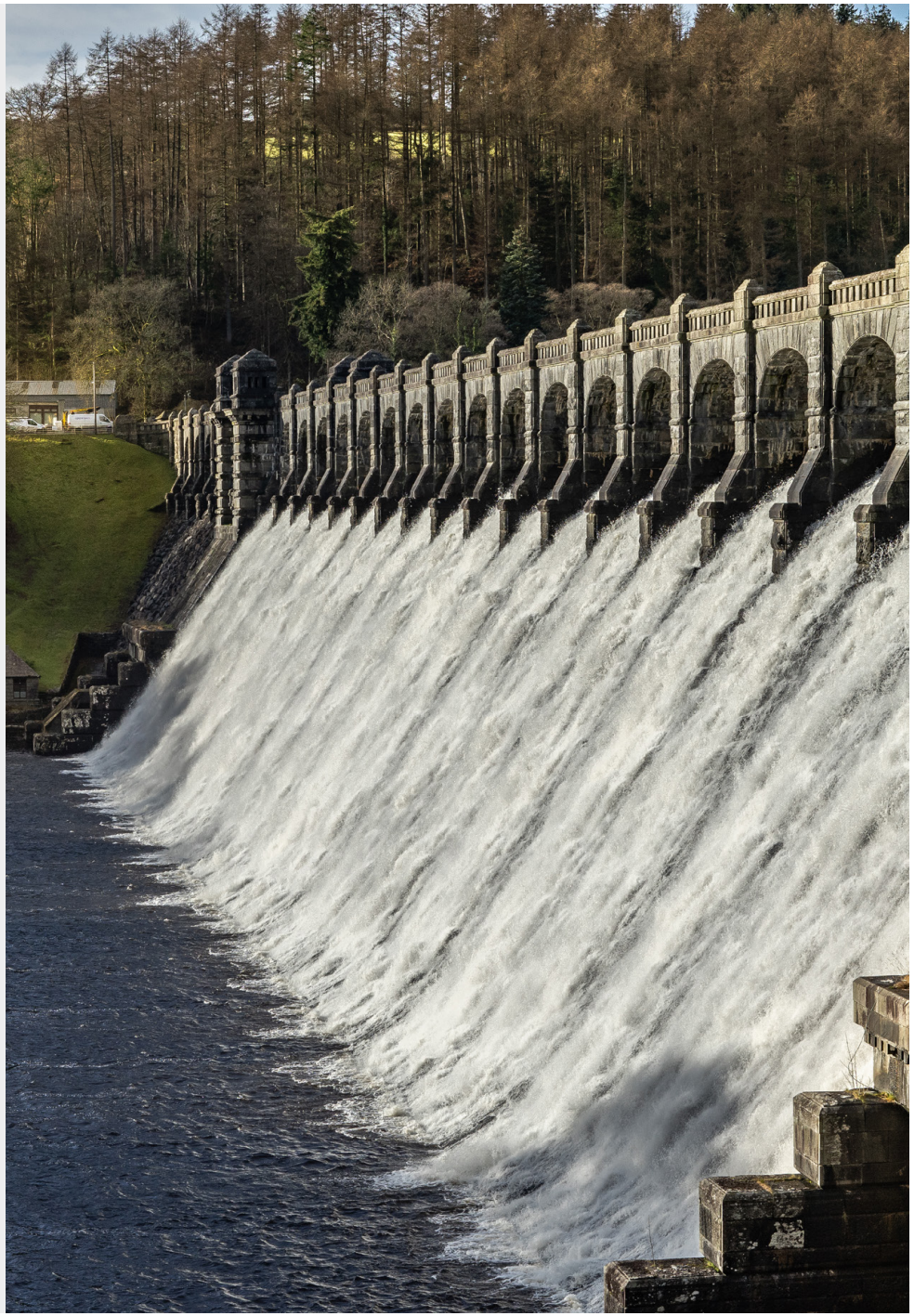
So, **United Utilities used data insights from Vodafone Business Fleet Analytics - Green Fleet Dashboard, paired with its Electric Vehicle Suitability Assessment**, to answer these questions.

Reporting plus consultancy and collaboration, supported them to know:

Which vehicles to switch to electric:
- Those driven by employees who were driving a pool van and living on a property with a driveway

They could reduce their carbon emissions:
- By moving the vehicles their employees drive from Internal Combustion Engines (ICEs) to EVs.

How the change would impact their business infrastructure - they used telematics to understand:
- Dwell times (when a vehicle is stationary at a scheduled stop) to decide how to manage charging infrastructure across their depots
- Which employees could charge EVs at home and who would need support to do it on-site at work - so they knew where to install their fast and rapid chargers



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Here's what they say

“Working with Vodafone is really helping our fleet become sustainable. For us, being able to maximise business efficiencies, protect employees and give our customers a great service, while doing this has been game-changing.”

Stephen Wolstenholme
Head of Fleet, United Utilities

“Our vehicles are one of the most recognisable aspects of the brand. It is important they are driven responsibly. It shows we care about what we do.”

Stephen Wolstenholme
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“Vodafone took the time to understand the challenges that we faced, in switching to an electric fleet - so we could reduce our emissions. Their reports and expertise, helped us to understand what was possible, while making sure changes supported our charging infrastructure - so we could make the right decisions for our business.”

Carl Doyle
Green Fleet Business Lead, United Utilities

Why Vodafone for fleet management

- World leading fleet management product and services, for fleet of any size
- Trusted by 35 global vehicle manufacturers
- Over 45 years' experience in vehicle security and telematics
- Managing 38.5 million connected vehicles across the world
- Vodafone is committed to achieving net zero emissions across its full value chain by 2040
- Lowering your fleet fuel costs and improving fleet performance
- Protecting your employees through safe driving behaviour
- Your data in safe hands - experts in sensitive data management and protection
- Fleet management platform supporting a wide range of Electric Vehicle makes and models - 200 and counting
- Full Electric Vehicle support data - above and beyond fleet telematics including: state-of-charge, charging status, power used, power added etc.

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