

Milk & More: Sustainable home delivery for the modern age

Milk & More is the country's leading online grocery and milk delivery company, which delivers to nearly 300,000 homes in Britain through a network of local fulfilment centres across Southern England, The Midlands, and East Anglia. Milk & More products are supplied to customers' doorsteps every morning by around 1,000 milkmen and milkwomen. Customers can order from a range of artisan and fresh products, up to 9pm for home delivery by 7am the next morning, including organic fruit & veg, British cheese, exclusive juices and a wide variety of milk and milk alternatives – all packaged without any pointless plastic.

In 2018, Milk & More started replacing its diesel fleet with Street Scooters, German-made electric vehicles (EVs). Milk & More was the first company in the UK with a Street Scooter EV fleet. Since then, it has rolled out 500 electric vehicles, which now also include EV80'S.

As far back as early as the 1930s, Milk & More utilised the original electric delivery service vehicle: milk floats. Today, the company ensures that this Great British tradition continues flourishing with a transition to a nearly all-electric fleet.

The Challenge: Vehicle monitoring and driver behaviour analysis

Having introduced EVs for sustainability reasons, Milk & More also needed a telematics solution that could show real-time electric vehicle information to help the team actively manage its fleet of EVs. Information such as state of charge (SOC), charging status and when a recharge is necessary were top of mind. Milk & More also required insight into vehicle location, delivery status and how its delivery drivers were handling their vehicles en route to and from the fulfilment centres.





Fleet profile

Company:

Milk & More

Industry:

Food & Beverage

Based in:

United Kingdom

Types of vehicles:

EV, ICE, vans, trucks, trailers

Fleet size:

520 EVs & 450 Diesels

Andy Sandison, Head of Fleet at Milk & More, described the three main challenges of managing the EV and internal combustion engine (ICE) fleet:

- “We needed access to real-world information on the use of our EVs so that we don’t have to rely on the manufacturer-stated capabilities, which are often quite different to reality.
- As a sustainable business, we wanted to be able to accurately report on the carbon emissions of our fleet operations and the savings that we’re making by transitioning to electric vehicles.
- We wanted to assess driver behaviour including harsh braking, acceleration, cornering, and speeding, in order to improve the safety of our drivers and other road users, and to optimise the ‘fuel’ economy of our electric and ICE vehicles.”

Geotab’s advanced telematics solution, together with the time spent by LEVL Telematics in developing meaningful customised reports that tackled these issues, was a key factor for Milk & More when choosing Geotab to meet its safety, sustainability, and customer service goals.

Goals and challenges:

- Need for access to real-world information on the use of the EVs
- Desire to accurately report on the fleet CO2 emissions and savings made by transitioning to EVs
- Requirement to assess driver behaviour to improve safety, and to optimise fleet ‘fuel’ economy

Solution:

- Geotab GO device
- EV state of charge (SOC) and charging status monitoring
- Customised driver behaviour reporting
- Green Fleet Dashboard sustainability reports
- Driver Challenge App

Results:

- 21% reduction in speeding incidents
- 19% increase in the EV range
- Over £2,000,000 in savings in fuel costs per year
- 1.8 million litres of diesel saved per year
- 4,920 tonnes of CO2 saved

The Solution: Multi-vehicle support and reporting

In 2019, Milk & More started to install the Geotab GO device on its varying fleet vehicles, serviced and supported by Geotab Partner - LEVL Telematics. The solution enabled the company to receive real-time telematics information with a particular focus on monitoring driver behaviour, reducing fuel and energy use, and measuring the economic and environmental impact of the transition to electric vehicles.

Customised reports in the MyGeotab web-based fleet management software also enabled the Milk & More fulfillment centre managers to expand their weekly driver toolbox talks to include reports on safety behaviour metrics. This provided drivers with direct feedback and helped identify additional training needs.

Improved driver control for optimal efficiency

While Milk and More's transition to EVs created a great environmental saving, the company recognised that further savings could be made to energy efficiency, driver safety and EV range by improving driver behaviour. Specifically, by reducing instances of harsh braking, acceleration, cornering, and speeding. Through MyGeotab, they had access to dashboards and reports for these important metrics to review trends over time and identify drivers who needed additional training and support.

Compatibility with multiple ICE and EVs

Another critical success factor in rolling out the Geotab platform across the entire fleet was the support functionality it could provide for both EVs and ICEs. Milk & More operates a mixed vehicle fleet, leasing and purchasing vans from various OEMs, and Geotab's open platform is vehicle agnostic. Since Milk & More intends to grow its electric fleet over the next few years, MyGeotab's full support for the widest range of makes and models of EVs on the market was fundamentally important.

Geotab's fleet benchmarking and Green Fleet Dashboard reports enable the operations team to directly compare the relative fuel efficiency of their ICE and EVs, with electric energy efficiency converted into litres per 100km equivalent (l/100km-e).

The result: Greater oversight for improved fleet operations

Through MyGeotab, the Milk & More team now has far greater visibility and control of its fleet operations, across all vehicle types. The active insights provided by customised reports and dashboards enable the team to optimise the fuel and energy performance of drivers and quantify the precise benefits of transitioning to electric vehicles.

Driver behaviour has improved significantly with access to simple dashboards for the most important safety metrics, together with the active use of the Driver Challenge App. Speeding incidents have fallen by 21%, which directly reduces the likelihood of at-fault collisions, while also increasing the fuel and energy economy of the vehicles. The resulting fuel and energy savings provided a fast return on investment on the telematics system, and increased EV range by 19%.

Milk & More's electric fleet drives 10 million miles per year, this has saved the company over £2,000,000 in fuel costs each year. From a sustainability perspective, the transition to EVs has resulted in annual savings of 1.8 million litres of diesel and 4,920 tonnes of CO₂, as well as a reduction in roadside emissions of fine particulates and other health-impacting gases. This helps protect the health and well-being of the communities that Milk & More serves.

The switch to EVs has also helped to reduce vehicle noise— an important consideration as all Milk & More deliveries are made before 7am.



Next steps

Milk & More is looking to provide its customers with relatable figures on the environmental savings made by having their milk and groceries delivered by its growing fleet of EVs, rather than buying it directly from the supermarket. MyGeotab's accurate carbon emissions data, alongside the support from LEVL Telematics makes it an achievable goal to showcase the sustainability of the company and to explain the benefits to its customers.

“The benefit of having Geotab's fleet management solution is that all the data flows into one stream. This allows us to see every vehicle's performance on one screen, irrespective of vehicle type, which is of real value to our business.”

– **Andy Sandison, Head of Fleet, Milk & More**



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