

Sustainable fleets driven by data: A TELUS case study

Executive Summary

Millions of people depend on TELUS to deliver reliable, high-speed telecommunications services. Its fast, secure and reliable networks paired with advanced technical solutions make TELUS the number one choice for 16 million customers and Canada's most awarded nationwide Internet Service Provider ([TELUS Awards](#)).

With a fleet of nearly 4000 vehicles across North America, TELUS sought a trusted and secure fleet management solution that aligned not only with its business goals, but also its ambitious sustainability goals.

TELUS turned to Geotab for its innovative telematics platform, enhanced security, and data-driven analytics. Geotab processes over 55 billion data points a day and finds patterns in the data to help customers extract valuable insights. For TELUS, these insights are used to improve productivity, reduce fuel consumption, enhance driver safety, comply with regulations, and, importantly, support sustainability goals.

Results at a glance

- 85% of TELUS fleet deployed on the Geotab platform
- 50 under-used vehicles identified by GPS data
- 10% improvement in fuel economy since 2019
- 10% reduction in costs per kilometre (excluding fuel) by replacing inefficient vehicles
- \$0 spent in training time or resources spent on training for the Geotab platform



The Challenge

Millions of people depend on TELUS to deliver reliable, high-speed telecommunications services. Award-winning networks and advanced technical solutions make TELUS the number one choice for its 16 million customers. With a fleet of thousands of vehicles, multiple business units and geographically dispersed teams, TELUS sought a solution to simplify fleet management. However, efficiency was not the only factor for TELUS.

TELUS leverages its global-leading technology to drive positive change and enable truly remarkable outcomes. As a social capital organization, TELUS set ambitious sustainability goals such as achieving net carbon-neutral operations, a 46% reduction of GHG emissions in the fleet by 2030, and to have 100% of electricity requirements effectively procured from renewable or low-emitting sources by 2025.

To achieve these goals, TELUS needed a fleet management solution that would ensure it continued to deliver high-quality, uninterrupted service to customers, but also supported the many initiatives dedicated to sustainability.

The Solution

TELUS turned to Geotab for a solution that provided accurate and comprehensive data to validate decision-making, supported compliance with government regulations, and aligned with its overall social purpose. Recognized as a leader in the telematics space, Geotab understood TELUS' business challenges and goals for positive impact.

TELUS began implementing Geotab technology in 2018 and today 85% of its fleet runs on the platform. Telematics data helps assess overall fuel efficiency and identify opportunities for reductions in fuel consumption and emissions.

Toward a greener future

Vehicles remain the number one source of carbon emissions worldwide. Idling wastes money and natural resources. It damages vehicles, increases operational costs, and produces emissions that contribute to climate change. To support TELUS' sustainability agenda, the company uses Geotab data to evaluate the effectiveness of anti-engine idling programs in its fleet.

One example of an anti-engine idling program is the adoption of Electric PTO (power take off). TELUS bucket trucks require hydraulic pumps to operate the boom. Typically, these hydraulic pumps are powered by either a gas-powered generator, or the vehicle's engine. TELUS is currently piloting the use of an electric motor powered by a battery pack to operate hydraulic pumps on bucket trucks eliminating the need for running a generator or idling the truck during boom operation. TELUS is also leveraging Geotab's Fleet Industry Trends dashboard to identify realistic idling targets by benchmarking against vehicles with similar vocation or by city size.

Positive environmental impact

TELUS leverages Geotab technology to measure and optimize its fleet operations and reduce its environmental impact. Telematics data validates business decisions by enabling the company to understand true fuel utilization, identify underused vehicles, and justify the transition to electric vehicles.

Fuel costs alone consume upwards of 39% of an organization's fleet budget. Data-driven solutions to reduce fuel consumption save organizations money while positively impacting the environment. For TELUS, monitoring and optimizing fuel consumption not only improved the bottom line, it also supported its sustainability goals. With Geotab technology, TELUS gained insights into daily usage and costs at the vehicle level including the ability to predict mileage use resulting in an over 10% improvement in fuel economy.

Geotab technology helps TELUS use data in flexible and targeted ways. Insights into usage and costs at the vehicle level, including average days used and distance travelled, allow TELUS to predict mileage use and future vehicle replacement needs. More accurate than self-reported odometer readings, telematics data is consistent, accurate, and efficient, helping TELUS better understand its fleet and its usage.

With thousands of vehicles in its fleet, right-sizing the pool is an important part of TELUS' work towards net-carbon neutrality. Using Geotab telematics, TELUS understands overall usage and which vehicles offer the most value. It also helps identify under-used vehicles. In a targeted initiative, TELUS analyzed GPS data to better understand usage across its fleet. Through this analysis, 50 under-utilized vehicles were identified and ultimately sold.

Data to the rescue

End-to-end visibility has simplified and optimized fleet management for TELUS. With Geotab's Geofencing feature, TELUS measures turnaround times for each province, identifies vehicles "stuck" in transit, and provides delivery status updates to the field.

Accurate and real-time fleet data also provides peace of mind for both management and drivers. If a roadside incident occurs, the vehicle is easily located and can be tracked on a map to ensure both the driver's and vehicle's safe return. For example, in 2021, a TELUS driver's vehicle broke down in an area experiencing catastrophic flooding. Using the map in the MyGeotab dashboard, the driver's manager was able to locate the vehicle in real-time with precise coordinates. This accurate data ensured the driver received assistance and returned safely.



"Installation of Geotab devices was a breeze. The technology is flexible, integrates with OEMs using the vehicle's built-in modem, and can scale easily to different fleet sizes. We're now on dedicated Geotab GO devices, and are taking advantage of an incredible amount of data and insights to help us achieve our sustainability and business goals."

[Leandro Giordano, TELUS' Manager of Fleet Strategy & Operations.]

Geotab can help you achieve your sustainability and business goals too. Reach out for more information and a demo at brianplantinga@geotab.com

The Results

With millions of customers depending on its network, TELUS needed an innovative, reliable and values-driven solution for its fleet management. Geotab delivered a telematics solution that enabled TELUS to achieve its business goals as well as keep working toward its ambitious sustainability goals.

Geotab's easy platform implementation and seamless OEM integration enabled TELUS to add the technology to its vehicles and get the system up and running without the need to pause operations for formal training. Communications to fleet managers along with a few links to Geotab videos proved sufficient to get fleet managers using the platform quickly and easily.

Reliable and accurate data from Geotab has given TELUS visibility on true fuel economy at the vehicle level. This insight incorporates vehicle up-fitting and driving patterns and helps optimize vehicle replacement strategies.

Implementing Geotab technology enabled TELUS to best manage time and resources. Accurate data led to game-changing insights that started on day one, and operational efficiencies began yielding cost savings across the board:

- Fuel economy has improved by over 10% since 2019
- Cost per kilometre (excluding fuel) has reduced by 10% by replacing older, inefficient vehicles
- Underused vehicles were identified and sold reducing overall fleet costs

TELUS turned to Geotab for an advanced telematics platform and data-driven analytics to support its fleet management strategy. It also found a strong partner for TELUS' sustainability goals. Geotab helps TELUS accelerate its sustainability journey by providing the tools needed to set, measure, and achieve targets.

"We're aligned on our overall values which makes it really easy and enjoyable to work with Geotab. They have a smart team who are always willing to help, and we appreciate the strong partnership."

[Leandro Giordano, TELUS' Manager of Fleet Strategy & Operations.]