



## Data Centralization Optimized Diverse Fleets During Merger

### FLEET PROFILE

Fleet Size **1,000**  
Industry **Consumer Goods  
& Healthcare**

Vehicle Type **Service Van, Sedan, SUV**

### OPPORTUNITY

#### Control Spend for the Mobile Workforce

A consumer goods retailer acquired a large healthcare company. Both had mobile workforces and different ways to manage and control spend.

The new subsidiary's approach centered on reimbursing mileage in travel and expenses at the IRS rate. While the main holding company offered a company-provided vehicle and a fixed and variable rate (FAVR) reimbursement program, the acquisition also brought on cultural differences.

### STRATEGY

#### Data Informed Most Cost-Effective Driver Approach

Diving into driver data, the appropriate mobility solution was determined based on the most cost-effective approach for each driver's unique situation.

The fleet sought to bill back clients for mileage. The Wheels Mobile Assistant auto-logged trips for mileage and billing purposes, supported by customized reporting through FleetView™. Wheels also integrated connected vehicle metrics within the healthcare subsidiary's data solution, enhancing efficiency and safety.

### RESULTS+

Newfound Visibility and Control for **520** MY20 Vehicles & **~150** Drivers

The healthcare fleet became a business unit within the consumer goods company's structure, yet retained unique vehicle policies, autonomous reporting and billing. The main holding company gained the needed managerial visibility and control of its new entity's vehicles while driving the annual mileage spend down.

- 520 MY20 vehicles for drivers meeting mileage criteria
- ~150 low mileage drivers set up on the reimbursement solution