



Large Pest Control Fleet Streamlines Vehicle Selector While Increasing Productivity

FLEET PROFILE

Fleet Size **6,000**
Industry **Pest Control**

Vehicle Type **Light-duty Truck,
SUV, Sedan**

OPPORTUNITY

Fleet sought better processes and cost control efficiencies

This fleet and the Wheels team agreed to certain objectives: provide a vehicle that was safe, fit for purpose, cost effective and standardized. Additionally, the vehicles would need to be delivered to the field in a timely manner with little to no interruption to the business or production cycle.

STRATEGY

Building a better acquisition model

The collective team recognized the need for uniformity: fewer and better models, less upfit options and a standardized-ordering platform. Unplanned purchases needed to be minimized and a systematic pricing structure was needed.

Success began with communication and commitment to change. The fleet department and the Wheels team spent time in the field working with end users and upfitters to gain firsthand insight and address their needs to ensure the vehicle platform met the working need of each business.

The team explored alternatives to costly ladder rack designs and other equipment solutions. As a result, the vehicle selectors were minimized, with a standardized order spreadsheet of upfit components and graphics to drive predictable and repeatable ordering results each year. Aggressive negotiations with OEMs, upfitters and third-party providers delivered improved incentives. Internally, education continues to grow and foster results. Change management has been reduced to prevent order delays after initial order placement.

RESULTS+

The right strategy made all the difference

Ordering was simplified, standardization established, vehicles delivered in a timelier manner — all while meeting the needs of the business. Inefficient out-of-stock acquisitions were **reduced from 29% to 5%** in just three years. The streamlined selector **decreased from 44 to 9 models** since 2017. More OEM incentive dollars were captured. And a fast track program to fill urgent orders reduced production, delivery time and transport costs.

For the collective team, a clear objective and better planning delivered a superior outcome.