



## Manufacturer Wins Registration Time Crunch With Quick Thinking & Action

### FLEET PROFILE

Fleet Size **300**  
Industry **Manufacturer**

Vehicle Type **Sedans, SUV**

### OPPORTUNITY

#### End-of-year time crunch

A parts manufacturer prizes employee satisfaction. So, its offices being closed the last two weeks of the year is no surprise.

A potential problem arose when Georgia's registration deadline coincided with their holiday schedule. Yet this presented it with an opportunity maintain compliance under a time crunch while increasing driver satisfaction by making their jobs easier and more rewarding.

### STRATEGY

#### The customized plan

This company and Wheels met in October to forge a renewal plan. First, Wheels sent renewal paperwork to all counties that had no driver requirements. Then weekly emails went out to all drivers with missing requirements. On Nov. 1, the fleet manager began following up with any laggard responses. After Nov. 22, renewal paperwork, with second-day delivery, went out to drivers. Those received after Dec. 5 were overnighted.

This emergency didn't derail overall fleet improvement. Simultaneously, Wheels and it refined its vehicle selector with safety equipment as the top priority. And Wheels arranged for vehicle orders to go to the dealers most conveniently located to each driver. It also moved to once-a-year-ordering with all orders being placed so that vehicles would arrive in the spring and thus after the busy registration renewal process.

### RESULTS+

#### Challenge faced, deadline met, drivers served

By Nov. 17, all necessary information had been collected from 90% of drivers. Before Dec. 18, **100% of all drivers' registrations were successfully renewed**, keeping each one legal and productive.

At the same time, a vehicle with all desired safety gear was added to each level of its selector. With the emergency abated and operations optimized, the fleet easily maintained compliance while giving drivers a few well-deserved perks.