

Results+

Upgraded Specs in More Fuel-Efficient Vehicles Leads to Savings and Satisfaction

A leading producer of energy-efficient industrial products, operating a primarily SUV/Sedan fleet, identified the need for a fleet "refresh." This initiative aimed to enhance all aspects of their program, focusing on improving driver satisfaction, adapting to a challenging acquisition environment, and revitalizing a program that had become outdated. The goal was to transform the fleet into a more appealing and beneficial aspect of their offering to drivers.

Strategy: Comprehensive Program Review

In partnership with Wheels, the company conducted a thorough review of their current fleet to enhance the driver experience. A preliminary driver survey was used to set a baseline, revealing a desire for more flexibility in fleet options. In response, a Fixed and Variable Rate (FAVR) reimbursement program was introduced, with about 21% of drivers showing interest in this option.

The company also decided to expand vehicle offerings and conduct a Total Cost of Ownership (TCO) analysis. The fleet management firm suggested streamlining selector choices, adding new original

equipment manufacturers (OEMs), and including a sedan option. New selectors were developed with added features like remote start, Apple CarPlay, more driver-paid options, and a promotion of the value of the fleet management mobile app.

Results: Enhanced Communication, Additional Perks, Expanded Choices, and Improved Driver Satisfaction

The initial survey indicated that drivers were unaware of the support and convenience already available through the driver app. Reintroducing the app during the program relaunch helped drivers realize its benefits, leading to a consistent app usage rate above 80%.

By including sedans in the current replacement cycle, the company offered upgraded specifications for a more fuel-efficient vehicle option. The increased variety of SUVs, import vehicle options, and the new reimbursement program aided in managing allocation challenges. Additionally, implementing a driver purchase program became another popular benefit.

PROJECT SERVICES: Vehicle Acquisition, Reimbursement

FLEET SIZE: 155

VEHICLE TYPE: Sedans, SUVs

INDUSTRY: Factory Automation

Savings/Improvements:

80%+

app usage rate

21%

of drivers were able to choose the flexibility of reimbursement