

Case Study



Stapletons Tyre Services, Kwik Fit & Etel

Introduction

Stapletons Tyre Services, incorporating Kwik Fit and Etel, run a fleet of over 1,200 vehicles, including a broad mix of light and heavy commercials, trailers and staff cars. Vehicles are located across the length and breadth of the UK.

Until 2011 Stapletons were relying on numerous spreadsheets, paper files and diary systems to keep abreast of their fleet related tasks. There was no dedicated fleet manager; by their own admission they placed the onus very much on the drivers to look after the vehicles, and the minimal amount of fleet management time they had was spent on the phone to those drivers, chasing, chasing and chasing again.

Challenges

A concern widely shared by thousands of fleet operators today, Stapletons were convinced that their fleet was costing them too much, but they lacked the data and the right level of reporting needed to (a) establish true, accurate costs, and (b) identify areas where savings could be made. They were frustrated with the limitations imposed on them by their manual systems – information was unreliable and often incomplete, and so fleet management was largely reactive. With such a large and complex fleet structure, there was simply too much exposure to something going wrong.

Enter Dawn Hubbard, Group Fleet Office Manager, who joined in 2011 and set about finding a better way of running the fleet.

When asked why FleetCheck was initially chosen, Dawn explained: "FleetCheck just made sense. It was incredibly user friendly, kind on the eye; not at all scary. We liked the flexibility, and the ability to manipulate it and make it work within the structure of our own organizational setup."

How FleetCheck Helped

FleetCheck's software provides Stapletons with the connected data integration platform they need, giving them the capability to combine data from multiple external sources. Dawn saw great benefits in being able to use the system in this way to pull in a broad spectrum of data, building a truly comprehensive and highly accurate picture of fleet activity and expenditure. She comments: "We have a great deal more detail now, which means we can compare and analyse whatever areas of the fleet we need to. And we're constantly improving as the availability of data gets even better."

Stapletons also depend heavily on FleetCheck's intuitive 'traffic light' alert system to enable them to proactively manage their fleet administration and keep their fleet safe, legal and mobilized. Dawn commented: "MOTs, services, road tax, licence checks and all our legal requirements are taken care of and fully audited."

Results and ROI

Stapletons have been successfully managing their fleet with FleetCheck since 2011 and now consider the software to be an integral and completely essential part of their fleet infrastructure. FleetCheck enables Dawn and her team to run the fleet with optimum efficiency, and the compliance worries they once faced on a daily basis are a thing of the past. Drilling down into highlighted areas of concern such as excessive spend and poor performance is quick and easy, so risk and costs are now confidently kept to a minimum.

Dawn has also reported an interesting yet unexpected by-product of using FleetCheck: "Drivers trust us more these days; the dynamic has really changed. They know that we are managing a tight ship, and they have raised their game too!"



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