



Insight through transparency

Helping you to navigate  
your fleet strategy



strategy | insurance | analytics  
driver care | taxation | academy



Strategy



**THERE ARE MANY TOPICS ON THE FLEET MANAGERS AGENDA TODAY. WHATEVER THE DISCUSSION, WE OFFER A TRUE INDEPENDENT VIEW OF THE OPTIONS AVAILABLE. OUR THOUGHTS AND INSIGHTS WILL HELP YOU MAKE THE RIGHT CHOICES NOW WHICH ARE CRITICAL TO YOUR FUTURE FLEET COSTS.**



# Insight through transparency

Fleet360 is the result of over 30 years of experience in the fleet industry. Being truly independent, we offer you and your company insights and transparency resulting in an efficient fleet strategy.

In leveraging our knowledge, analytical mindset, best practice methodologies and research, your company will not only generate exceptional ROI but fundamentally regain strategic control of your local or international fleet.



## OUR PROCESS

We know how the fleet industry ticks! Our framework adapts and evolves to your needs across local or global markets.



## BENCHMARKING

Focusing in on industry best practice we will discover how well your fleet is performing. We will then identify any gaps that may exist in order to achieve competitive advantage.



## SUSTAINABLE

A new strategy is nothing without sustainability. Our process ensures a reliable, replicable and measurable outcome that stands up to third party scrutiny.

# The Strategy you need

**OUR SERVICES HELP YOU TO ANALYSE YOUR CURRENT FLEET POLICY, REDUCE OR ELIMINATE CURRENT ISSUES AND BUILD A BEST PRACTICE FLEET POLICY FOR THE FUTURE.**



## **GAIN CONTROL OF YOUR LOCAL OR INTERNATIONAL FLEET**

We offer full strategic support at board level to analyse and produce your roadmap for the future. We then work at all levels in your organisation to implement the new policy to ensure everyone fully understands the new direction.

The Board often perceives company cars as a necessary evil but are remote from the topics to challenge the internal strategic and operational resources involved. Fleet strategy is often overlooked.

## **WE FOCUS IN ON BOARD EXPECTATIONS AND CHALLENGES THAT SURROUND FLEET STRATEGY:**

- Company car and mobility: current and future set-up to create a number one organisation
- Saving programme feasibility studies
- Business cases and change management assessments
- Benchmarking and market peer comparison
- SWOT analysis
- Out of the box conceptual thinking

## **IMPLEMENTATION: WHAT ISSUE DOES IT ADDRESS?**

The fleet arena has changed hugely over the last 10 years. As a fleet manager or someone responsible for fleet, you are responsible for delivering an optimised fleet strategy. But what is an optimised fleet and how do you achieve it?

## **YOU HAVE A BIG TO DO LIST**

You must control costs, monitor supplier relationships, track accident and insurance costs and ensure that drivers are happy. And and at the same time you need to be fully trained and compliant.

Not only that, but you have to future proof the fleet and keep up to date with market trends and legislation changes that may not just be local.

Furthermore, providing input and support on maintaining an attractive policy to hire and retain the best staff available in their industry. These issues are now Board Level discussion that are high on the agenda due to compliancy issues, risk and CSR.

## **HOW TO ACHIVE AN OPTIMISED FLEET**

The key to any good strategy is understanding the current position of the fleet, be that local or international. This understanding and control translates into an efficient fleet that works for the business and the drivers.

We help you uncover true transparency within your supplier chain and uncover the detail you deserve to know. Our strategic review will help you understand areas such as:

- Mobility solutions and where it is going
- Is your current funding solution the right one?
- How to control fleet costs
- Delivering sustainable savings
- Understanding legislation change and impact eg. IFRS
- What your Total Cost of Mobility (TCM) really is
- How to manage driver risk
- CSR and how fleet initiatives can help your scoring
- WLTP (what impact has the new test procedure on your fleet cost)



**At the heart of Fleet360 is the knowledge and insight of over 30 years of fleet experience. This, combined with the right analytic mind set allows fleet operators like yourself to gain full transparency within your local or international fleet.**

# Insurance

**FLEET INSURANCE PREMIUMS ARE ON THE RISE AND FOR MOST COMPANIES IT IS NOT CLEAR AS TO WHY THIS IS THE CASE. THESE INCREASES ARE NOT EXCLUSIVELY FACED BY FLEETS WITH A POOR CLAIMS HISTORY. PREMIUM RISES ARE AFFECTING ALL COMPANIES.**



**SO, WHAT ARE THE UNDERLYING DRIVERS FOR THE INCREASE AND WHAT MITIGATING MEASURES CAN YOU TAKE?**

## **CAPITAL REQUIREMENTS**

The immediate trigger for the premium increases were the Solvency 2 regulations. Solvency2 is the insurance equivalent of Basel2 and require insurers to maintain 50%-100% more capital in low yield assets. To maintain return on equity, premiums must therefore increase or the motor insurance business line should be reduced (withdraw from market segments with long tail exposures and enter business lines with less risk and therefore less capital requirements.

## **COSTS OF BODILY INJURY**

Human life expectancy is increasing and therefore costs increase in case a person needs lifelong care and support due to a car accident related injury.

## **MORE COMPLICATED CAR TECHNOLOGY**

With alternative power trains and more advanced in-

vehicle technology, the cost of spare parts are increasing. The costs of equipment to perform repairs and finally the cost of labour has also increased.

**FROM FLEETS OF 250 AND ABOVE WE HELP IN THE FOLLOWING AREAS:**

- We provide independent insurance advice to international fleet owners
- We ask the questions that uncover the policy detail
- We benchmark against our database
- We offer benefit simulation modelling
- We assist with International Commercial Insurance tender programmes.
- We offer and implement performance improvement programs

Engaging many years of car leasing and fleet insurance experience we provide top quality services to our customers.

**TRANSPARENCY AND INDEPENDENCE IS KEY.**

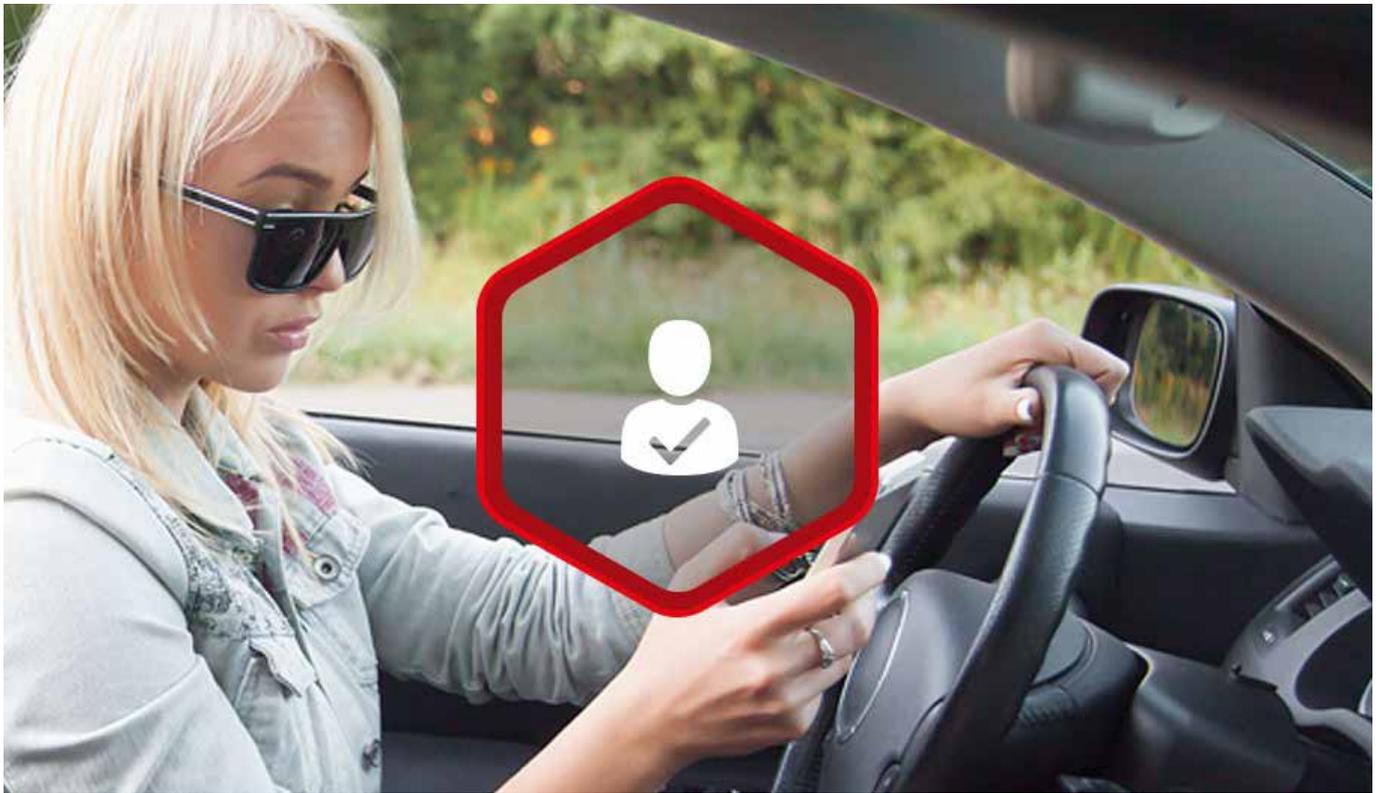
Our goal is to support the realisation of best terms and conditions for your company. Our sole source of revenue consists of fees received from fleet owners for worked performed. We have no commercial relationships with insurers or brokers and do not receive commission or any other fees from either.



**Our DNA of transparency runs through our Fleet Insurance product. Being truly independent, we benchmark your current terms & conditions, your claims cost and accident statistics to uncover where significant savings can be made.**

# Driver Care

DUTY OF CARE AND CORPORATE SOCIAL RESPONSIBILITY ARE KEY ISSUES IN BUSINESS. AS SUCH, CREATING A CULTURE OF SAFETY IS A TOPIC THAT IS HIGH ON THE AGENDA FOR FLEET OWNERS. DRIVER CARE CAN SIGNIFICANTLY REDUCE YOUR FLEET COSTS.



DRIVER BEHAVIOUR HAS A HUGE IMPACT ON YOUR FLEET SPEND

## CONSIDER THESE FACTORS:

- 1 out of 3 accidents are caused by inappropriate speed
- Speed has a substantial impact on safety and the severity of an accident
- In 2017, the amount fatalities in traffic is on the rise again. Specialists say this is probably due to distracted driving and smartphones
- One out of three work accidents are traffic accidents
- Perception that drivers of company cars have another driving behaviour
- Up to 40% of work related deaths are cause by road collisions and yet many organisations do not have a driver care policy integrated into their fleet policy.

Investing in road risk prevention can significantly save your organisation, time, money and more importantly lives.

**Put quite simply,** if you have an employee drive for business related activity then you have a duty of care to that employee to manage their risk.  
**A vehicle is considered a place of work.** Under the obligations, an employer must take reasonable care to protect employees from the risk of foreseeable injury or death whilst at work.



## DRIVER CARE AND THE 3 KEY AREAS THAT REQUIRE ATTENTION



### The driver

The Driver vetting and selection. Induction process. Licence checking and robust Accident reporting process



### The vehicle

Is the vehicle fit for purpose? Has the vehicle been maintained according to the service schedule?



### The journey

Managing driver fatigue. Planning and hours behind the wheel and driving style eg. speed, braking and acceleration

## THE DRIVER AND VEHICLE ARE PROCESS DRIVEN AND EASIER TO IMPLEMENT. THE REAL ISSUE IS POINT 3, THE DRIVER AND THEIR BEHAVIOUR.

Distraction is the biggest factor for the majority of accidents. That includes distraction inside the vehicle and also in the drivers head. So, if the company setup is one of time pressure to make a number of deliveries for example, the external distraction of meeting these deadlines does affect driving behaviour.

This then relates to internal stress and sub optimal conditions for driving in general. This is particularly true for novice drivers who lack driving experience.

### DO YOU HAVE A DRIVER CARE POLICY?

We analyse the history of your fleet activity to identify trends of driver accident rates, and fuel usage. This data is normally readily available within your company itself or from your leasing and/or insurance company. An approximative evaluation of driver behaviour can be measured based on the average deviations of the driver with respect to the normal fuel consumption of their specific vehicle (qualified by the OEM) and the frequency and severity of accident damages.

The next step is to involve your drivers. After all it is their behaviour that contributes directly to your fleet costs of fuel, repairs and insurance premiums.

## DRIVER COMMUNICATION IS KEY

The effectiveness of this approach will reside in the convincing message of the communication programme. Typically, the driver behaviour communication consists of:

- a periodic report via push mail
- a driver benchmark of normal fuel consumption and average accident statistics
- a peer group benchmark to help show in a fair way from data analysis where behaviour improvement can be achieved

Effective communication helps raise the importance of driver care and safety and the result is a motivated team of drivers encouraged to improve their driving behaviour. The added bonus is your demonstration and input into Corporate Social Responsibility plans for your company as a whole.

Open and transparency discussions on driving behaviour help create a safety culture that in turn reduces fleet costs. The aim is create drivers who are ACTIVE not PASSIVE whilst in their vehicles.



**Our driver care programme starts with the organisation first. The culture and setup needs to be understood to see how company expectations affect driver distraction.**

# Fleet Analytics

DATA IS KING! BUT, EVERY SECOND OF EVERY DAY, OUR SENSES BRING IN WAY TOO MUCH DATA THAN WE CAN POSSIBLY PROCESS IN OUR BRAINS. FROM A FLEET PERSPECTIVE, YOU HAVE DRIVERS AND SUPPLIERS CREATING HUGE AMOUNTS OF FLEET ANALYTICS. DOES IT ALL MAKE SENSE?



## CONSIDER 1 DRIVER ON 1 DAY

Their driving behaviour has a huge impact on fleet cost. But how do you consolidate and make sense of data such as the chart below. The next question is how do you analyse fleet analytics across multiple drivers, suppliers and countries?

### MILEAGE COVERED

Known value but difficult to capture daily

### TIME DRIVEN

Unknown value

### DRIVING BEHAVIOUR

Unknown value

### ACCIDENT RATE

Known, but how to compare

### CO2, NOX, SOX PRODUCTION

Unknown value

## CONSIDER YOUR SUPPLIERS

Your choice of funding strategy including the number of OEMs, Leasing Co's and bundled services all contribute to a complex data set. Do you truly know what is normal and best practice for you sector?

The key issue is how to interpret the fleet analytics you have access to. The goal is to turn data into information, and information into insight.

We turn your data from any source into transparent information and instantly highlight any trends be that on a local or international level.

We help you to understand the information, put it in perspective of market best practices and trends so it can be used to inform and inspire those in a position to make a difference.



Our driver care programme starts with the organisation first. The culture and setup needs to be understood to see how company expectations affect driver distraction.

# Taxation

TO RUN AN EFFECTIVE FLEET, YOU NEED TO UNDERSTAND THE TRUE COST OF YOUR FLEET AND HOW TAXATION AFFECTS IT. MANY COMPANIES WILL KNOW THE DIRECT COSTS OF FLEET USING THE TOTAL COST OF OWNERSHIP MODEL. BUT WHEN YOU DIG A LITTLE DEEPER, QUESTIONS START TO SURFACE AND MANY COMPANIES DO NOT HAVE THE ANSWERS.



Certainly if you compare alternative power trains, vehicle taxation should be part of your TCO comparison. Today, in countries where there is a link between CO2 emissions and vehicle taxation and/or incentives for electric vehicles are in place, vehicle taxation can be part of the positive business case.

Mobility solutions have their specific taxation element. Evolving from TCO to TCM should include taxation. Part of the avoided taxation cost could stimulate the transition.

The changing market conditions is also affecting the legal and tax framework. Mobility budgets are changing how companies fund and offer vehicles to their employees.

The future best practice fleet policy will look very different to the traditional company car option of today. The move to from TCO to TCM is still unknown by many.

As you may expect, TCO can fluctuate within countries but local prices and different taxation legislation can double the final price you pay.

Fuel cost for example is a local cost that impacts final TCO, but local legislation such as CO2 taxation levels all contribute to different TCO across the exact same vehicle.

Our analysis and benchmarking will allow you to evaluate your fleet policy in detail and then adapt it is required.

The ultimate benefit is the optimisation of your fleet policy, primed to migrate to a mobility policy ready for future legislation changes and cost optimisation strategies



**Our taxation division has access to global fleet data metrics that allows us to mine into what affects TCM in fleets. This data is then used to benchmark various sectors to help provide a picture of fleet policy around the globe.**

# Fleet Academy

THE FLEET MARKET IS CONTINUALLY EVOLVING AND IN RECENT YEARS THE PACE HAS INCREASED AS COMPANIES OF ALL SIZES TRY TO WORK OUT WHAT IS BEST FOR THEM. THE ROLE OF THE TRADITIONAL FLEET MANAGER HAS CHANGED SIGNIFICANTLY TO THE POINT WHERE THIS FUNCTION IS ON THE DECLINE. OUR FLEET ACADEMY CAN HELP YOU OUT.



## FOR OUR CLIENTS

The fleet management role has now migrated to procurement, finance and, particularly, operations departments. In some cases, HR will have control or influence.

Managing vehicles requires understanding of complex factors, including legislation on health and safety, taxation as well as best practice on running costs.

The change can be part of cost cutting exercises or in a bid to outsource the admin burden of fleet management.

We do not concern ourselves with who looks after fleet. We want to ensure that person has the knowledge and training to execute the strategy.

The crucial part is getting the fleet policy and roadmap right. It is critical to fleet effectiveness and operating costs. There is arguably a need for a single point of in-house authority as not all 3rd parties or suppliers will be on the same page as the strategy. The transparency of suppliers will also come into question if too much control is given over to a full outsourcing strategy.



**In our experience, a highly trained professional could cut the cost of running vehicles by 15 per cent.**

Hans Damen, Partner

As part of our Academy service, we provide a training programme that aims to deliver the essential know how of the fleet industry but more importantly, how the strategy and fleet policy fits in to overall business objectives.

Our programmes are aimed at administrators and managers who have the responsibility, but not necessarily the experience, of running a fleet. In addition, they provide a refresher for fleet professionals who require an update on legislation, best practice and developments in managing a fleet of vehicles.

The question is about where fleet responsibility should sit and who in the organisation is best qualified to take on fleet.



Whatever setup is selected for your company, it is a necessity to have a full understanding of the fleet strategy. Once a roadmap is developed from our Strategy overview, the implementation is key to ensure an effective rollout.

### ACADEMY FOR VEHICLE MANUFACTURES AND DISTRIBUTION CHANNELS

Most OEMs and Dealer Groups acknowledge that effective training is essential for their business model. We fully understand our clients expectations and respond to them by creating and delivering products and services that create optimum solutions for the supply of vehicles.

During our negotiations it is normal to work with OEM's and Leasing Companies in supplier negotiations. We have seen hundreds of pitches and many ways of presenting the USP's of these potential suppliers.

With our insights into this process, we have identified what works and what doesn't.

### THE IDEAL DELEGATE WOULD BE:

Sales / Account Managers (Local or International)  
New Business Development Managers

### TYPICAL TOPICS THAT WE COVER ARE:

- Client expectations
- Who is the decision maker?
- Fleet Strategy and its key elements
- The move to mobility solutions
- The tendering process
- The fleet landscape and changing legislation
- Representing your business



We have developed a programme that explores the importance of fully understanding client expectations and how to tailor the delivery of optimum solutions for prospective and existing clients.

VISIT [FLEET360.COM](http://FLEET360.COM)



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