

Advertisement feature

Making life easier for fleet managers – the ING promise

Greg Taylor, commercial director at top 10 fleet management company ING Car Lease, explains why the company's focus on service over the last five years has paid real dividends for fleet managers.

Since our acquisition of Appleyard in 2006, we've placed a real emphasis on developing our customer service and introducing sector-leading innovations to make life easier for fleet managers.

In the last three years alone, we've launched the GreenCARE online fleet calculator system – now about to enter its third phase, repackaged risk management product Risk Assist based on customer feedback and introduced improvements to our customer portal allowing fleet managers greater control over the data within their fleets.

Last summer, we launched a new internal programme of training to ensure we keep the customer at the very centre of everything we do. By bringing together people from different parts of the business, we've been able to share and develop the skills and best practice to help make the increasingly complex and demanding role of the fleet manager easier.

We've seen over the last few years a real change in the way that business is done and the challenges which fleet managers now face. The impact of the recession in the UK, coupled with the increasing emphasis on environmental concerns and the hike in fuel prices, has left many organisations considering the effectiveness of their fleets.

We are pleased to see that most organisations have taken on board the messages about the dangers of the grey fleet – a potential failure in duty of care – and environmental initiatives and are actively looking at ways of making their existing fleets more efficient rather than cutting them entirely.

These efficiencies are likely to come from the introduction of sophisticated telematics systems which can bring about more effective route planning and improvements in driver behaviour, as well as reductions in idling and wear and tear. We'll also see greater emphasis on low carbon vehicles and reductions in fuel consumption.

In the coming years, we'll be working closely with our customers to deliver even greater improvements and efficiencies, innovating the customer service model and delivering benefits to everyone involved.

Together, we will make life easier for fleet managers.

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Investing in the future

To ensure 2011 truly is the year of making life easier for fleet managers, ING Car Lease has invested in a number of customer service innovations which will be coming to market.

A brand new salary sacrifice scheme – ING SalSa – will be launched in late spring, offering drivers and employers a simple and cost-effective way to manage their fleets.

Following that, phase 3.0 of ING's award-winning GreenCARE online fleet calculator will be introduced in the summer alongside a partnership with telematics provider Cybit to offer a sophisticated fleet monitoring system – ING Guardian.

ING Car Lease will be investing further in team training to ensure that the customer is at the heart of all activities. A series of audits will be carried out with customer organisations to explore innovative ways of working while ING Car Lease will also be working closely with public sector customers to communicate the benefits of a managed fleet both internally and externally in a time of spending cut pressures.



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