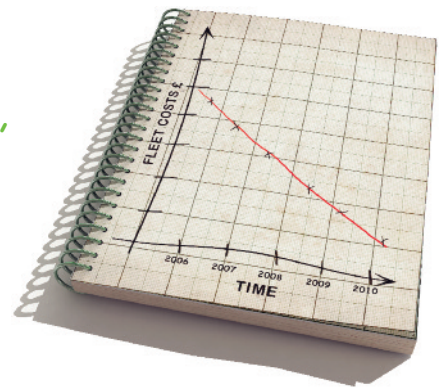


Case Study

10 years of excellent customer service for Trafford Metropolitan Borough Council

Trafford Metropolitan Borough Council provides a diverse range of services to those living in the Greater Manchester borough.

The Council has responsibility for managing many aspects of daily life from refuse collection to education, the provision of leisure facilities and the collection of taxes. The Council's policy is to retain more than one supplier for its fleet of 90 vehicles. However, more than half of these are supplied by Lex Autolease, as part of the Council's employee benefits scheme.



Previous history.

Trafford MBC's original contract was held by Elton Vehicle Contracts, which was taken over by First National Vehicle Contracts. Lex Autolease acquired First National in 2003 and successfully retained the contract.

Excellent customer service.

Lex Autolease's ability to adapt to change, while maintaining a consistently high level of customer service, has resulted in an excellent working partnership that has lasted for more than 10 years. Throughout this time, the

main priorities have been to ensure the management of the fleet was as efficient and cost effective as possible.

Contract Hire with Maintenance.

The logistics of managing the Council's fleet, as well as meeting the diverse requirements of its individual drivers, has been made easy through Lex Autolease's Contract Hire with Maintenance service. The entire process from vehicle ordering to disposal, including ongoing maintenance, is managed with the help of a range of innovative products and services.

Type of company:
Council.

Service offering:
Contract Hire with Maintenance.

Size of fleet:
90 vehicles.

Key benefits:

- Customer service.
- Cost effectiveness.
- Adaptability.
- Productivity and efficiency.

“ServiceTrak is excellent because it takes the headache out of the routine servicing of vehicles. And, of course, the less time personnel are involved in the process, the more time they have to dedicate to their jobs..”

Peter Garside, Financial Services Officer,
Trafford Metropolitan Borough Council.

Internet services.

“The introduction of our internet services has enabled the Council’s fleet to run far more efficiently,” explains Kerry Barton, Public Sector Customer Relationship Manager at Lex Autolease. “We provide online quotations, ordering and order tracking, greatly reducing the amount of paperwork associated with routine processes – so time is freed up to strategically manage the fleet, keeping productivity as high as possible.”

Online reporting has also been an extremely valuable feature. Lex Autolease offers the Council a personal online reporting suite with a high-level management dashboard from which it can quickly focus on the

key areas of concern. For example, reports detail which drivers are repeat parking or speeding offenders, allowing the Council to resolve any issues before they escalate.

“Reports can also be easily accessed showing exactly how much money has been saved,” Explains Kerry. “One example of cost savings has been the introduction of the Fairplay on Tyres policy, which replaces damaged tyres free of charge.”

ServiceTrak.

ServiceTrak is Lex Autolease’s rapid one-stop maintenance and repair booking service that removes all the hassle of arranging servicing. Drivers are able to book on-line and, to minimise downtime,

are provided with a courtesy car. For the greatest convenience, arrangements can also be made to collect and return vehicles to individual drivers.

Peter Garside, Financial Services Officer at Trafford Metropolitan Borough Council, says: “ServiceTrak is excellent because it takes the headache out of the routine servicing of vehicles. And, of course, the less time personnel are involved in the process, the more time they have to dedicate to their jobs.”

Lex Autolease also provides the Council with the reassurance that the work carried out will be of the highest quality. Only reputable local dealers, who have signed a service level agreement, are approved to carry out the work.

Outcomes:

“The consistently high level of customer service provided by Lex Autolease particularly stands out to me,” says Peter. “Despite many changes over the last decade, there has always been a seamless transition between personnel. Excellent communications have ensured that customer service standards have never been compromised.”

This has always been a top priority for Kerry Barton. She comments, “The Council offers a cash alternative to this scheme so I am extremely satisfied that there is such a high take up amongst employees. It shows that they value what we have to offer and feel that it is the best choice for them.”

The result has been a strong and trusting partnership. Peter explains, “In any long-term relationship you expect issues to arise from time to time. However, I am always confident that

Lex Autolease will resolve any queries as quickly and professionally as possible. This, in my opinion, is one of the most important benchmarks for any working relationship.”

The Council has also benefited from Lex Autolease’s commitment to provide the most cost effective solution. Peter adds: “Kerry and the team are always in touch with new products and services that may result in savings or increased efficiency. This has saved us a significant sum over the last 10 years.”

Indeed, working with the Council to ensure that managing the fleet is as quick and easy as possible has resulted in the increased productivity of all personnel involved. Peter concludes: “We are delighted with the service Lex Autolease has provided. I wouldn’t like to think of managing the fleet without them!”

To find out more,
contact our dedicated
Fleet Consultancy team

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