



# YOUR 4-STEP PLAN TO FLEET OPTIMISATION



FROM CAR TO TRUCK AND EVERYTHING IN BETWEEN



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In every sector, fully optimising fleet operations means squeezing the maximum value out of every vehicle. The experience we've gained from running one of the largest and most diverse fleets in the country enables us to help fleets of any size and shape define what optimisation looks like for their business and to deliver the vehicles and services needed to make that happen.

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**DAVE CASWELL**  
ENTERPRISE FLEX-E-RENT FLEET STRATEGY MANAGER



## DEFINE WHAT FLEET OPTIMISATION LOOKS LIKE

Whether its reducing the number of miles travelled without a load, minimising mileage, or increasing utilisation by using multi-purpose vehicles, fleet optimisation starts with a clear view of what a fully optimised fleet looks like for your business in the short, medium, and longer term.



## IDENTIFY MEASURABLE AND INFLUENCEABLE FACTORS

The next step is to fully understand the key optimisation factors which can be influenced through a change in systems, processes, or vehicles. However, it is vital that clear and reliable systems of measurement are developed to determine the impact of any changes made on the financial and operational efficiency of the business.



## FOCUS ON VALUE-DRIVEN OPTIMISATION

Although your plan will need to include introducing new ways of getting more value out of each vehicle, it's important to remember that usage and utilisation are not always the same thing. Optimising your fleet may mean running fewer vehicles, used differently, to achieve the same, or even higher, levels of productivity.



## GAIN CONSENSUS THROUGH REAL-WORLD DATA

Implementing your plan will require the full cooperation of both drivers and stakeholders. Presenting a fully evidenced case for change, based on proven strategies and real-world data, makes it easier to allocate the right resources and gain the cross-business commitment needed to ensure success.

# FLEXIBLE SUPPORT TO FULLY OPTIMISE YOUR FLEET

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Implementing a fleet optimisation strategy that works for your business will require the flexibility to access the vehicles you need, when and where you need them, together with the services and support that will help you get the maximum value from your entire fleet.

Focusing on usage, rather than ownership, will make it easier to plan further ahead. And, by increasing the regularity of reviews, you'll be sure to successfully meet the challenges of today whilst being fully prepared for the opportunities that lie ahead.

Remember, your business needs form the basis of our future fleet strategy. Continuing to talk to your Enterprise Flex-E-Rent account team about your current and future plans ensures that we can support your fleet optimisation goals at every stage.





## HOW CAN WE HELP YOU?

To find out more,  
Visit: [flexerent.co.uk](https://flexerent.co.uk)

Valuable insights can be gained from looking outside your own fleet and better understanding what works in different circumstances, sectors, and business models.

If you would like to know more about how we're helping customers derive more value from their fleet operations, simply contact your Account Manager.