Fleetcare

my.fleetcare Web Portal

Overview

■ **The Challenge**

Provide a growing client base with Web-based reporting and data interrogation tools to enhance and streamline overall motor vehicle fleet management service.

■ **The Solution**

The my.fleetcare Web portal, developed by IBM Business Partner* Elk Consultants, using IBM WebSphere Application Server Express, IBM DB2, Java and Java Server Pages all running on IBM xSeries Servers.

■ **The Benefits**

Dramatically improved client satisfaction levels, resulting in increased sales. A 96 per cent increase in vehicles under management with a 12 per cent drop in staff numbers through natural attrition. Total scalability and flexibility to meet any changes in business.

The Fleetcare Business

Fleetcare was founded in 1989 as a totally independent motor vehicle fleet management company. From its first days of operation the company has retained its focus on dramatically simplifying the management of fleets. Its comprehensive – and growing – range of services includes: full-service fleet management of motor vehicles, truck and plant, from acquisition through to disposal, fuel supply, maintenance and fringe benefit tax management along with other services such as salary packaging, finance, registration, driver training and 24-hour roadside assistance.

Addressing a Restrictive Information Flow

According to Fleetcare founder and Managing Director, Nigel Malcolm, fleet management in Australia has emerged as being an extremely competitive market with clients demanding more and more from their service providers. "One of the major demands that we're constantly dealing with is information," he said. "Motor vehicle fleets represent an enormous financial investment; and our clients expect to be able to obtain accurate and up-to-date information on virtually all aspects of their fleets and individual vehicles."

"Improved customer satisfaction as measured through customer feedback has been a major aid in our marketing, with the result that our sales have increased by approximately 15 per cent since we moved over to the IBM-based solution. That's a figure that speaks for itself!"

— Nigel Malcolm, Managing Director, Fleetcare

ELK CONSULTANTS

Having previously gone down the path of providing clients with a Microsoft technologies-based Web portal, dubbed my.fleetcare, to augment a highly efficient call centre, Fleetcare recognised that *real* ebusiness benefits could only be obtained by a portal that afforded flexibility at both the company and client ends.

"While our existing system was providing clients with regular reports, if there was the need for information that fell outside the standard report formats, the client would need to contact our call centre with their requirements," Malcolm said. "We needed a system that would allow us to offer our clients a comprehensive and feature-rich on-line service, representing a major differentiator in the motor vehicle fleet management market."

Solution: IBM Express

In partnership with IBM business partner Elk Consultants, Fleetcare detailed the specifications of a new generation my.fleetcare, but this time based entirely on IBM technology. The new solution's components feature IBM WebSphere Application Server Express, IBM DB2, Java and Java Server Pages all running on IBM xSeries Servers.

Elk Consultants Managing Director, Richard Bone, commented: "The focus of the project was to improve and streamline dramatically the on-line business processes occurring between Fleetcare and its clients; and the technologies we ultimately used in this solution represent the best possible match for Fleetcare's needs."

Realising Web Portal Benefits

With the introduction of the new IBM-based my.fleetcare portal, the much-heralded inherent advantages of ebusiness are becoming a reality for Fleetcare. More importantly, these are advantages flowing on directly from benefits being gained by the company's clients.

As Fleetcare's information-hungry clients explore the enormous flexibility of my.fleetcare, the information they need for effective management of their fleets is only as far away as the closest Web browser. While they still receive their regular reports – something which Malcolm states is a standard offering from the majority of fleet management companies – clients now have access to an easy-to-use database query facility.

"Information that previously required the client to phone or email the call centre is now available on-line in a secure Web environment," Malcolm said. "Where the client benefits from the ability to get the information they need without having to contact the call centre, we have the follow-on benefit of reducing the load on our call centre staff.

"In fact, while we have experienced a 96 per cent increase over the past four years in the number of vehicles we manage, my.fleetcare has helped us deal with that increase while – through natural attrition – allowing us to reduce our staff numbers by 12 per cent. This is the sort of return on investment that technology has been promising for years…and we're getting it!"

With the satisfaction levels of Fleetcare clients being the ultimate gauge of my.fleetcare's success, Malcolm puts forward one more statistic in favour of the new system. "Improved customer satisfaction as measured through customer feedback has been a major aid in our marketing, with the result that our sales have increased by approximately 15 per cent since we moved over to the IBM-based solution," he said. "That's a figure that speaks for itself!"

The Enterprise-Level Features

In commenting on the changeover in technologies to an IBM-centric portal for my.fleetcare, Bone said: "Just as with Fleetcare, the vast majority of our clients are in the SMB area; and it's imperative that the technologies used in their business solutions are flexible, reliable and scalable. Essentially everything demanded by enterprises, but *without* the typically high price tag."

Using the IBM Express software offerings for my.fleetcare, Elk Consultants has provided Fleetcare with all those enterprise-level demands at an SMB price *and*, according to Bone, with one of the most important characteristics of a modern ebusiness solution – agility. "Regardless of how much growth Fleetcare experiences over the coming months and years, the software and hardware that underpins the portal can be scaled effortlessly to meet *any* conceivable level of demand from users and clients," Bone stated.