

Fleet Logistics sees growing interest in new MobilityBUDGET solution

Fleet Logistics is seeing growing interest from international fleet operators in its MobilityBUDGET solution which it launched at the start of this year to give employees a greater variety of mobility options.

The company is currently transitioning from pure fleet management provider to offering new managed mobility solutions to clients and prospects under the Managed Mobility as a Service (MMaaS) banner.

Behind the move is the belief that the company car is no longer seen as the most attractive option for every single user group, neither as source of mobility nor as benefit, in many business areas.

And, over the last 12-24 months, it has become clear that mobility offerings need to be developed further – not just for the company car driver but for all employees throughout a company.

As a result, Fleet Logistics has launched its first new mobility solution, MobilityBUDGET, which provides employees with a tax optimised cash amount which can be used to cover personal multi-modal mobility needs, ranging from personal lease, through shared mobility including rental cars to public transport.

MobilityBUDGET, which went live in Germany in January with another country set to come onstream later this year, is ideal for fleet operators in countries both with and without tax benefits.

The solution can provide a clear, transparent and automated process to optimise internal cash allowance processes or simply offer an alternative to meet the employees' need for alternative mobility.

The entire process is digital with a high portion of flexibility and worldwide freedom of mobility usage – which is an important consideration for businesses. The value-add for employers is twofold: first they can decide how the tax benefit is split between the employee and themselves, and second, they get a good view of the employee's mobility needs and preferences.

From an employer's perspective, MobilityBUDGET is not only an attractive benefit to staff, but it also offers them valuable insights into the aggregated usage of mobility types by their staff.

As a solution, it applies to all employees regardless of the company car usage. The employer can implement it as an alternative or an addition to a company car, as salary compensation for new hires or for employees receiving a salary increase.

And it is an ideal solution for companies with several locations who very often cannot meet the differing local mobility eco-systems.

Senior Product manager Patrick Averweg said: “We have listened carefully to our customers and have created a solution, not to replace our core business, but to expand our service offering to ensure we are meeting all our customers’ needs.

“We began rolling out MobilityBUDGET in Germany from January, and have a second country scheduled to follow in the second half of this year. The countries of priority are those in which governments provide benefits in terms of taxation, but our service-driven DNA means that, ultimately, we are aiming for Europe-wide availability.

“While we firmly believe that company cars are here to stay and will remain the key source of mobility for a number of employees. MobilityBUDGET is intended to be an add-on for company drivers or an attractive additional benefit for all staff – and a cost-effective option to increase mobility choice.”

Averweg said that MobilityBUDGET had been developed as both a web and app-based solution to provide users with as much choice as possible as well as providing a full digital customer journey.

“The usage for MobilityBUDGET is self-explanatory as it is designed to guide the user through the process step by step. We offer a full suite of services ranging from the digital tool itself, through outsourced receipt checking to providing payroll files.

“And we have designed this as a premium service so that it does not incur any incremental costs or make extra work for employers, while still being attractive to employees, “he added.

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