

Fleet Logistics introduces new profiling tool to inform driver choices

Fleet Logistics is introducing a new driver profiling tool that will allow company drivers to make better choices on selecting their next company car and help their companies meet their green targets.

Many companies have set objectives of reducing their carbon footprints over the next decade with corporate transport being one of the obvious targets.

However, despite the growing number of vehicles with alternative powertrains available, including battery electric vehicles (BEV) and plug-in hybrid electric vehicles (PHEV), drivers are often left in a quandary over which new model to choose as their next company car.

To try and help this decision-making process, Fleet Logistics has now developed a new tool that looks at a driver's profile, his or her car usage, the typical business mileage driven and the objectives they want from their next car.

Part of the tool involves a decision tree which helps in the decision-making process and allows the driver to define their priorities in choosing a new car with a series of questions for consideration.

These cover a number of issues such as the level of business mileages being driven, the types of miles being driven, whether they are commuting, delivery or job-related, accessibility to charge points at the office or at home, whether the journey is possible on a single charge or whether recharging is requiring.

Based on the answers given, the new tool guides the driver to the optimal vehicle choice, be that BEV, PHEV or, in certain cases, petrol or diesel cars.

The new decision tree has been imbedded into Fleet Logistics' car configurator tool, Fleet.Wizard, which provides details of all the available options under a company's corporate fleet policy.

Fleet.Wizard ensures that all new car orders are completely in line with a company's car policy. As well as all necessary details about the available vehicles, drivers also have clear, up-front information on key financial components like specific driver contributions and any budgetary constraints.

As a result, drivers can order their new car in an efficient, user-friendly way online and from the comfort of home or office, while Fleet Logistics can tailor an individual service package to optimize and improve the company's overall fleet performance.

With the new decision tree now embedded within Fleet.Wizard, drivers can see not only what vehicles are available, but can follow a path that leads them to the optimal solution for them and their company.

Senior Product manager Patrick Averweg said: "We have discussed with our customers their green and environmental objectives for their car fleets and have created a new tool which will help their drivers prioritise their objectives for their next company car.

"With many European, and indeed global, authorities looking to outlaw conventionally-engined vehicles by the end of the decade, that is only two or three fleet replacement cycles away.

“So now is an ideal time to start planning a powertrain policy to achieve the corporate environmental objectives going forward. With an ever-growing number of models available from all the major motor manufacturers, there has never been a better time to consider taking the first steps down a new environmental approach,” he said.

“We hope this driver profiling tool will assist companies in achieving those objectives, and by embedding it within Fleet.Wizard we have sought to make the decision-making process as simple and straightforward as possible,” he added.

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