

Fleet Logistics relaunches website to reflect new mobility direction

Fleet Logistics Group, Europe's largest independent fleet management supplier, has relaunched its website to better reflect its transition from pure fleet management provider to managed mobility solutions supplier under its new Managed Mobility as a Service (MMaaS) banner.

The new website is being seen as a more suitable platform to showcase the wider range of fleet and alternative mobility solutions that the business now provides as it responds to the growing need of corporate customers to offer employees wider access to a range of mobility options.

Behind a growing global mobility movement is the belief that the company car is no longer the only option for every single user group, but that other, alternative mobility options have a key role to play.

The new website at www.fleetlogistics.com encapsulates what the Fleet Logistics business is today and has a more 'human' touch and feel to it, with a greater emphasis on images of people to better reflect that fleet and mobility is a people business.

Head of Marketing, Thorsten Bertram, said: "Our new website, which is available in English, German, French, Italian and Spanish, reflects the wide levels of support and the breadth of solutions that we now offer to corporate customers around the world.

“It has greater levels of granularity and more areas of interaction for our customers, while wider use of Google Analytics will capture greater information about users and how they are interacting with the website.”



Bertram went on: “Our mission is to support our customers in achieving their goals as well as their strategic and operational requirements. And the requirements and the possibilities around Mobility Solutions are as diverse as each individual.

“By focusing on our core values, we are able to support our customers to provide them with their best-fit solution, be that fleet or mobility,” he added.

The new website showcases the breadth of the Fleet Logistics’ solutions, ranging from pure fleet tools such as the widely-used and highly-acclaimed car configurator, Fleet.WIZARD to the new mobility solution, MobilityBUDGET.

Most of these IT-Tools are available to view in detail on YouTube, following links from the website direct to the video streaming service.

“We find YouTube better offers us the ability to clearly demonstrate our wide range of fleet and mobility solutions, without slowing down delivery of the website, and with greater clarity than before,” added Thorsten Bertram.

The website is designed around three distinct product lines: Mobility Management, Global Mobility Solutions and Fleet Management.

Mobility Management looks at defining a mobility strategy that works across the whole business. Global Mobility Solutions provides consultancy and advice on achieving a robust strategy and improving effectiveness, reducing cost and ensuring a smooth transition to mobility.

And Fleet Management offers different service bundles from complete operational management on a multi-supply basis to a “watchdog” role in a sole supply situation.

Meanwhile, an Insights section provides access to Fleet Logistics’ regular informational newsletters based around current topics on mobility and fleet management, a newsletter archive and international press releases.

“We are confident that our new, redesigned and relaunched website better reflects the business we are transitioning to, and provides our users with more access points, greater ‘stickability’ and improved interaction,” added Thorsten Bertram.