

# Improving staff retention by enhancing fleet choices



## Case Study A

**Fleet size:** 186 cars

**Industry sector:** Construction

Prior to partnering with Activa, our client had an effective rental policy across nine grades, however provided limited options to drivers. The first six grades were limited to Ford and Volkswagen manufactured vehicles only.

However, following the economic downturn, our client employed Activa to rejuvenate their fleet policy to incentivise staff and control costs.

### Benefits for staff

For drivers in grades 7–9, the implementation of the current policy resulted in an average saving of £17.00 per month in benefit-in-kind tax.

Cost to drivers in grades 1–6 stayed neutral, however they now benefit from increased vehicle selection choices, including higher status vehicles due to the effective rental uplift.

### Benefits for the client

Under the new policy, our client is now saving on average £3.00 per month per unit. Over their 186 vehicles, on 4-year leases, this equates to a £26,784 saving.





## Case Study B

**Fleet size:** 350 cars

**Industry sector:**

**Property development**

Our whole life cost (WLC) tool allowed our client to introduce an enhanced company fleet policy, with clear benefits to their 350 drivers.

### Increased manufacturer selection

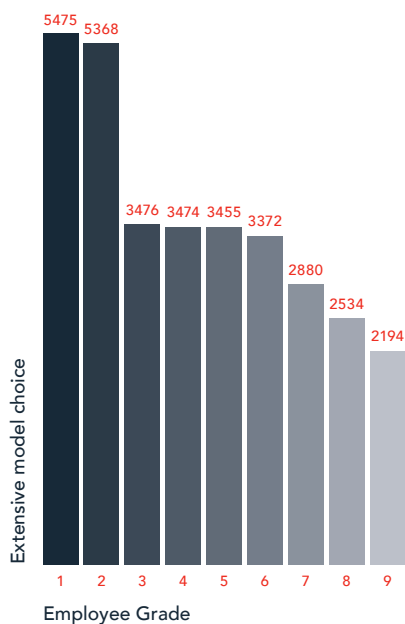
With 30 available manufactures, drivers are able to choose a preferred vehicle, suitable for their requirements.

### Lease flexibility

Drivers can choose between a 3 or 4 year lease depending on individual circumstances.

### Extensive model choice

The number of vehicle options has increased too. Each grade includes a choice of body style and engine type. See graph on the right.



## Get in touch

We would love to hear from you and how we can help you, so please get in touch:

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