

# FLEET OPERATOR SURVEY 2021. YOU SAID, WE DID



# INTRODUCTION

## You said you liked:

- Accident Management
- Account Management
- Customer Service knowledge and professionalism
- BCA partnership

## Areas to focus on:

- Day-to-day management of the fleet
- ProFleet connected car solution
- Suppliers

Welcome to our Fleet Operator Survey 2021 report. When we published the 2020 edition of this report, the whole world was enduring a historic challenge - the economic, social and psychological upheaval of the pandemic.

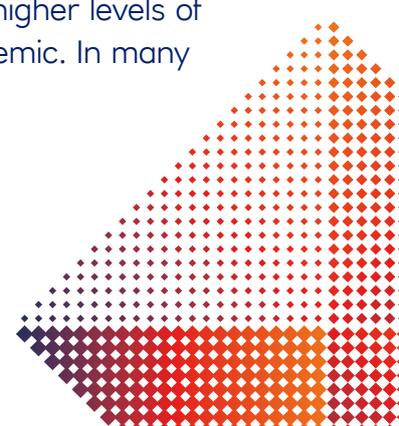
Now, in the latter half of 2021, the situation is far more stable – at least in the UK. More people are back in work. We've all grown accustomed to hand sanitising and hybrid working. And the vaccine isn't just a scientific possibility; it's something that is in many of our arms.

But we shouldn't forget that it has required a lot of effort for us all to get to this point. For Lombard Vehicle Solutions it involved mobilising our teams for offsite working within days and spending months improving our new way of working, as well as making our offices COVID-secure. The priority has always been the safety of our colleagues, as well as the quality of the service offered to you and your drivers. Together, we've managed to achieve a lot over the past year.

Nor should we forget that, although things are improved now, the pandemic is not over. The threat of new COVID-19 variants, and of measures to help counter them, remains. We may all need to rely on what we've learnt since March 2020 – again.

That's why your feedback, which is always important to us, means even more this year. There are challenges behind us, but there are also challenges ahead, and we are eager to overcome them to the best of our abilities. Your thoughts and recommendations are integral to that process.

So I have to say thank you for the feedback that you provided through the Fleet Operator Survey. We got our strongest ever response this year, which reflects the higher levels of engagement that we have experienced and encouraged during the pandemic. In many respects, the situation hasn't forced us apart, but brought us together.



I'm also delighted that, despite the challenging circumstances of the past year, our Net Promotor Score (NPS, the measure of whether our customers would recommend us to friends or colleagues) has increased from 31 in 2020 to 34 this year. We also received an 80% Customer Satisfaction Score (CSAT) this year, compared to 78% at the last survey. Beneath the headline number, satisfaction scores for each part of our service have risen almost across the board – especially in the area of Accident Management, which is up 14 percentage points.

And it's not just numbers- many of our customers wrote comments to express their satisfaction with the support they receive from our Account Managers, Customer Service, and other teams. We are extremely proud that our people are making such a big and positive difference to your daily business.

But we do not intend to be complacent. Far from it. There are plenty of challenges ahead, including around the supply of vehicles. Thankfully, the UK departed the European Union with a trade deal at the end of last year, meaning that we avoided the possibility of tariffs and other barriers. However, there are still some persistent issues around imports that need to be solved. And the pandemic has caused an overlapping problem when it comes to delivering the computer chips that are so crucial for modern cars and especially for electric vehicles. Lombard Vehicle Solutions will be working with manufacturers to clarify the position, and we shall keep our customers updated.

We are always looking to improve. And, in that context, these surveys are a chance for us to identify what isn't working as well as it might, so that we can implement change. That's why, later in this report, we concentrate on the areas that deserve – and will receive – more attention in the months ahead.

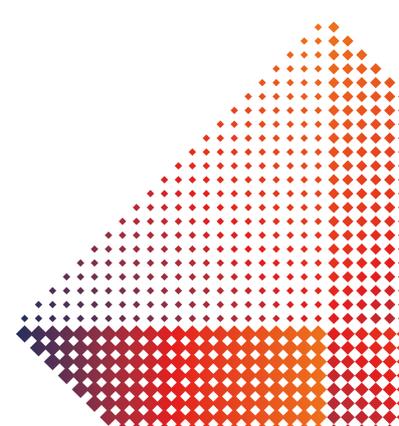
We will be continuing to invite customer feedback through our survey in 2022, but if you have any feedback in the meantime, please don't hesitate to contact your Account Manager.

Thank you, again, for your involvement.

Regards,



**Steve Lavery**  
**Customer Services Director**



# RESPONDING TO YOUR FEEDBACK



“

Our accident management is better now we have been moved across to FMG.

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## ACCIDENT MANAGEMENT SERVICE

Of all the particular areas of Lombard Vehicle Solutions’s business, Accident Management received the highest increase in satisfaction in this survey – from 68% in 2020 to 82% this year. This is exactly what we hoped to achieve when, towards the end of last year, we changed our Accident Management service provider in response to feedback from our customers.

FMG, our new partner, has 33 years’ experience of providing Accident Management services to car and van fleets of all sizes and complexity. We have worked closely with them to ensure that their offering meets the needs and expectations of our customers, and have engaged in specific reviews of their repair network, their coverage, and their ability to manage the transition to electric fleets.

The feedback that you have shared with us will, in turn, be fed to FMG, so that they can continue improving the service that they offer.



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Have found the account management absolutely perfect.

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## ACCOUNT MANAGEMENT

There was also positive feedback – and an improved satisfaction score – for our Account Management team. This is especially gratifying at a time of frequent legislative changes and of broader changes in the industry, such as the transition to electric vehicles. Around a third of all Lombard Vehicle Solutions vehicle orders are now pure electric, which is far higher than the national average and higher, too, than other fuel types being ordered with us.

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Our account manager is very 'present' so I know she will respond or find someone to answer a query, she is proactive in arranging review meetings and following up on actions.

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## CUSTOMER SERVICE KNOWLEDGE AND PROFESSIONALISM

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My primary contact is a very professional and considerate person who always goes above and beyond to provide me with all the information I need or request.

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The knowledge and professionalism of our Customer Service team is frequently cited in the survey responses. After such a demanding year, in which the service provided by that team has been more important than ever, we are extremely pleased to see this. Lombard Vehicle Solutions has proactively recruited team members who will improve the Customer Service we offer, and that effort is clearly delivering.

However, although this area has also seen its scores improve over the past year, we understand that we need to continue investing in our team members – and building on their knowledge.

To this end, we have engaged with the Institute of Car Fleet Management (ICFM) to provide training and professional qualifications for all of our Corporate Customer Service team members. A first cohort has already achieved fantastic results, and a second cohort is now following in their footsteps. This training will continue during the second half of this year.

Alongside the industry-related knowledge, we continue to build customer-specific knowledge among our team – after all, different customers will have varying policies. We have therefore embedded our team members across our Care Advisor, Support Advisor and Order Management Advisor teams to support specific customers.





## THREESIXTY DIGITAL PORTAL

We understand the ability to access digital fleet management tools is growing in importance – the need to manage your fleet vehicles and view your performance reports in real-time is becoming imperative to its efficient and effective operation. You told us that, although an early innovation, it is essential we continue the development of our ThreeSixty platform to ensure it continues to meet your changing mobility requirements.

To help us understand your future mobility needs and guide the ongoing development of our products and services, we will be inviting you to participate in our ‘Future of Fleet Mobility’ survey during September 2021. The survey is the beginning of a considerable research programme designed to help us better understand the importance of online services, such as ThreeSixty, and how they need to evolve to meet your current and emerging fleet management needs.



## BCA PARTNERSHIP

When Lombard Vehicle Solutions moved to a sole supplier, British Car Auctions (BCA), for vehicle logistics, inspection and disposal in 2019, our aim was to provide a fairer and more efficient service to our customers.

As part of that process, we have since completed an end-to-end review of all roadside collection charges, which has resulted in a robust and standardised Lombard Vehicle Solutions end-of-contract policy that’s aligned with the BVRLA’s own ‘fair wear and tear’ standards.

We appreciate that end-of-contract charges can be a sensitive subject. So BCA are now able to inspect vehicles – and record areas of damage – with the driver in attendance, via a handheld device. This ensures total transparency and reduces the risk of unexpected charges later in the process.



## DAY-TO-DAY MANAGEMENT OF FLEET

This survey has highlighted the need for us to improve the speed and accuracy of our responses to your requests. The challenges of the past year have undoubtedly affected our ability to respond as we would hope.

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Always helpful, if they can't help they will know who can. Slight delays on some extension lines but I put that down to the services being very busy.

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Some areas of improvement required around driver care - but on the whole the service has been a massive step up on previous supplier.

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Measures either already were in place, or have been put in place, to improve this. There is close monitoring of performance, and we conduct performance discussions with our teams on a daily basis, so that everyone understands their targets for that day. We have also implemented enhanced quality checks to cover a number of activities.

From your feedback, we recognise the importance of timely information regarding vehicle orders. We have therefore recently automated large parts of this process, including details about delivery dates, so that our customers know what's happening as soon as the dealer updates the information.





## **PROFLEET CONNECTED CAR SOLUTION**

Over the past year, we have worked closely with our telematics supplier Airmax to improve their service to our customers. This has resulted in a more proactive approach to any potential issues, as well as an expansion of Airmax's support team under a seasoned Operations Manager. Accordingly, the relevant satisfaction score in the survey has risen by 7 percentage points.

However, the really exciting development of this year is the roll-out of a new version of ProFleet, our connected car solution that has been developed in partnership with Vinli.

ProFleet is an advanced, fully customisable connected car solution that unifies your data and streamlines your work, allowing you to manage all your fleet information in one secure place. ProFleet gives you control of your fleet in real time, allowing you to increase cost efficiency, vehicle location optimisation and safety – as well as steering you towards the connected vehicle future.

A pilot programme has already begun with two existing customers (with about 400 drivers between them), and feedback is being captured regarding both functionality and the on-boarding process for fleet managers and drivers. Following these pilots, we will extend ProFleet to all existing corporate customers between August and November.





## SUPPLIERS

Lombard Vehicle Solutions works with a number of suppliers and partners, and all are crucial to providing a holistic service to our customers. Which is why we have strengthened our management of those suppliers, with more robust quality measures and complaints procedures.

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Flexible and helpful. Lombard Vehicle Solutions are a great supplier partner to have delivering fleet solutions to our business.

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Lombard Vehicle Solutions will always go the extra mile to assist.

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We recognise that the booking of servicing and maintenance activity has not been consistently delivered to the standard we would expect during the last year. And so we are working with a partner to develop an online booking capability for our customers.

To reinforce all this work, we have recently agreed a new role of Operations Director on the Lombard Vehicle Solutions Executive Committee. This role will be responsible for the delivery of services by our third-party, in-life suppliers.



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It has been a challenging year for everyone, but Lombard Vehicle Solutions's aspirations have not changed - we are still committed to delivering market-leading customer satisfaction. The contents of this latest survey are certainly encouraging, but we do not intend to stop there. Your feedback is invaluable as we look to continue improving in future. Please do keep on supplying that feedback, and we will continue to act on it.

Thank you.

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**For further information about the Fleet Operator Survey and the changes we are introducing, please contact your Account Manager.**

# TELL US HOW WE ARE DOING

## Complete the Fleet Operator Survey

To help us provide you with the best service possible, we need to hear from you. The annual Fleet Operator Survey is a chance for you to share your experience of working with us and to suggest how we can improve. It is also a chance for you to tell us what we are doing right.

**The next survey is scheduled for late 2022, so please keep an eye out for the email inviting you to participate.**

You should seek independent advice to determine if this product is suitable for you. Security, in the form of guarantees or indemnities, may be required. Product fees may apply. Finance subject to status and is only available for business purposes. Lombard Vehicle Solutions (LVS) is provided by ALD Automotive Ltd (ALD), trading as Lombard Vehicle Solutions, Oakwood Drive, Emersons Green, Bristol, BS16 7LB. LVS is a product solution provided for Lombard by ALD and there is a financial connection between Lombard and ALD as a result. The arrangement ensures that Lombard customers as well as those of National Westminster Bank Plc and The Royal Bank of Scotland plc have access to a wider range of products to meet their vehicle asset finance needs. Customers whose agreements are regulated by the Financial Conduct Authority should be aware that Lombard is acting as a credit broker and not a lender, and that Lombard will receive a payment from ALD should you wish to proceed with an agreement. You can ask Lombard or ALD for more information about this.

Let's talk

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