



# LEX AUTOLEASE

## CASE STUDY: INNSERVE COLLABORATIVE APPROACH DELIVERS VALUE

### Team spirit helped Lex Autolease secure a contract extension for Innserve's business-critical fleet.

Innserve is a well-established, independent outsource service provider specialising in the supply, installation and maintenance of beer and soft drinks dispense systems and refrigeration equipment. A leader in its field, Innserve supports more than 80,000 licensed and non-licensed premises across the UK, employs more than 300 technicians – and operates a fleet of around 435 vehicles.

Given the nature of the business, the company's highly customised commercial vehicles are absolutely business-critical, and its key priorities are to minimise downtime and optimise cost and operational efficiency.

With an internal steering group committee made up of fleet users and management, Innserve ran a tender exercise in 2010 to test the market and ensure they could secure best value and optimal fleet performance, and has more recently extended its contract with Lex Autolease, the successful bidder.

#### SPECIALIST REQUIREMENTS

Innserve's fleet is predominantly comprised of vans with highly bespoke internal fittings and layout, so a 'standard' solution wasn't an option – the team were keen to work with a fleet provider with the scale and expertise to deliver a van build programme to exacting standards. Company car provision was a secondary consideration, with financial security and stability also a consideration to establish a solid, reliable relationship moving forward.

A preliminary benchmarking exercise, based on both price and operational criteria, established a shortlist of five potential suppliers. Formal tenders were then scrutinised and analysed, and three finalists were invited to make a full presentation to Innserve's Management team.

With a comprehensive fleet offering and a clear commitment to working in partnership with Innserve and its manufacturers of choice, Lex Autolease secured the sole supply contract, which was extended for another four years in 2014.

"Our fleet is nothing short of business critical, so it's vital that we work with the right people. We extended our contract with Lex Autolease in 2014 because they have really spent time getting to know our business, and the benefits of that relationship have become increasingly evident.

Maximising uptime is our top priority so we can meet our own customer SLAs – we don't like to even think in terms of downtime, and we are confident that the team at Lex Autolease are totally aligned with that."

**SIMON BINKS, FLEET MANAGER,  
INNSERVE**

#### TYPE OF COMPANY

Outsource services

#### SERVICE OFFERING

Sole supply

#### SIZE OF FLEET

379 vans, 56 cars

#### KEY BENEFITS

- Sale and Leaseback
- Release of capital
- Customised fleet
- Reduced downtime
- Efficient fleet management

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## A COLLABORATIVE APPROACH

As the successful candidate in the original tender process, Lex Autolease undertook a van build program in partnership with Innserve, Ford, Stoneacre and Sortimo. In doing so, Lex Autolease has met the customer need to work with a provider that could manage a complex build, while also engaging with selected suppliers to work collaboratively to ensure that the commercial vehicle roll-out had no impact on Innserve's day-to-day operations. That collaborative approach has continued over the course of the relationship.

Simon Binks, Fleet Manager, Innserve, notes: "We have very particular requirements, so we specify our own vehicles and have high expectations from our suppliers. Each year we have a joint meeting with Lex Autolease, along with our preferred manufacturers and vehicle convertor to discuss the programme for the 12 months ahead.

"Lex is a key part of that team – we always aim to operate on a 'just in case' basis, never 'just in time', and they are very supportive of our goals."

"Our relationship with Innserve has grown from an original proposal to fund their existing fleet via a sale and leaseback, based on a commitment to provide the highest standards of service delivery, with a consultative and proactive approach to optimising their fleet management.

The leasing industry is a mature one, and what has become clear is that our ability to work closely together really strengthens the relationship and enhances our core offering. Building understanding of our client's industry and priorities has helped to create a mutually beneficial relationship, not just between Lex Autolease and Innserve but also with other key suppliers to their fleet. We aim to deliver exceptional service, and this kind of collaborative approach is crucial to that goal."

**STUART TAYLOR, CUSTOMER RELATIONSHIP MANAGER,  
LEX AUTOLEASE**

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## OUTCOMES

Lex Autolease's approach was tailored to deliver optimal fleet management, maintaining the necessary high service levels and a cost-effective package. A number of joint initiatives have contributed to its success:

- A Service Level Agreement (SLA) aligned to Innserve's SLAs with its own customers. For example, a guaranteed two-hour vehicle replacement agreement, 24/7, 365 days a year
- Maintenance of fully-customised and stocked reserve vehicles to ensure continuity of service to customers
- Servicing protocols which encourage engineers to book vehicles for service overnight, or on rest-days
- Direct communication between drivers and Lex Autolease, to minimise need for management intervention
- Development of an Innserve Drivers' Quick Guide, allowing drivers to efficiently deal with issues relating to their vehicle where appropriate
- Development of collateral to help drivers in an emergency, or after an accident
- Automated, real-time Management Information, using telematics, electronic parking agreements and Lex Autolease data. Weekly financial and uptime reports

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For further information please contact your Customer Relationship Manager or

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