



LEX AUTOLEASE

CASE STUDY: M&S BUSINESS LUNCH TO YOU LEX AUTOLEASE HELPS M&S DRIVE LUNCHTIME SALES

When it needed to replace aging delivery vans for its Lunch to You service, high street retailer M&S turned to Lex Autolease for help in developing a light commercial fleet fully customised for its innovative mobile catering business. Using their commercial vehicle expertise, Lex Autolease worked with M&S to help design, build and supply the right vehicles for the job.

THE OBJECTIVE

Capitalising on the UK's insatiable appetite for pre-prepared lunches, snacks and ready meals, London-listed retailer Marks & Spencer (M&S) supplies high-quality sandwich platters, pasta meals, sushi, light snacks and drinks to passing trade at a number of selected commercial premises.

In addition to delivering pre-ordered canapés and party platters, the Van Sales team sell a selection of store sandwiches, rolls, wraps and bite-size treats, and demand for the office lunch deliveries has been strong at the many industrial and business estates served on their 15 routes. The company's original fleet, however, wasn't withstanding the rigours of getting cold food and beverages to busy business people at their desks and in their factories.

In order to maintain its high standards of delivering fresh snacks and meals from supplier Greencore to its customers, the retailer of 132 years' standing required vans designed to keep meals chilled at the right temperature. Its vehicles needed to be dependable and easy to manoeuvre in the constricted parking spaces that are typical of industrial estates.

In addition, the aesthetics needed to be in keeping with the M&S brand, which signifies high quality, great value products. As Anthony Whitehouse, Logistics Manager at M&S, explains: "Our vans were proving unreliable and we needed seven at our disposal just to keep five on the road. When a vehicle is off the road, not only do you miss out on takings that day, you affect your long-term business because you let customers down."

"It was absolutely vital that I could support the business lunch operation by providing an effective maintenance regime in a cost-effective manner," says Anthony, who has overall responsibility for more than 2,500 vehicles at M&S. His other requirement was finding a way to minimise the time and resources taken to manage the food delivery vans.

THE SOLUTION

Anthony had worked with Lex Autolease in a previous role managing a fleet for a multinational clothing retailer. "I knew Lex Autolease was a safe pair of hands," reflects the fleet engineer. "If what you've done before is successful, you tend to replicate that."



TYPE OF COMPANY:

Multinational retailer.

LEX AUTOLEASE SERVICE:

Vehicle leasing and comprehensive fleet management.

SIZE OF FLEET:

17.

M&S was looking to lease and maintain vehicles cost-effectively. "Lex Autolease offered effective fleet management and a one-stop shop for taxation, maintenance, breakdowns, tyres, accidents and other fleet management services," says Anthony.

A collaborative approach was taken to creating the right solution for the M&S supply chain and delivery processes, with the M&S buyer working closely with Lex Autolease Commercial Vehicle experts, catering truck manufacturer Jiffy and Eberspacher who supplied the refrigeration units. Food producer Greencore was also represented on the team.

All were involved in liaising with suppliers and drawing up specifications to ensure the vehicles would be fit for purpose.

The vehicles – customised Toyota Dynas – were chosen based on their suitability for the role as well as other factors, including fuel economy and environmental impact, and work on the vans didn't stop after they were operational.

"M&S has a strict process in place in order to qualify to be a supplier," says Andrew Conway, Business Development Manager, Lex Autolease. "The attention to detail continued throughout the supply process, with full snagging lists compiled to improve the performance of the vehicles based on the user experience. Detailed analysis of vehicle performance led to many adaptations, from the height of the lips on the trays to the requirement for wifi routers to enable payments on-site."

Most of the M&S Business Lunch to You range is produced by food manufacturer Greencore, and the vans are based at their Northampton distribution centre. It means Greencore also takes control of the vehicles' daily management.

"The engagement of Lex Autolease was seamless and we've been very pleased with the fleet management package," says Robert Swan, Greencore's Commercial Controller. "With Lex Autolease taking control of the servicing, planning, allocation and MOTs of the vehicles, we can concentrate on our core business. They are very professional, open and efficient and it's a key relationship for us."

"Lex Autolease also understand our business requirements. For example, they helped us find local agents who could service or MOT vehicles after 3:30 in the afternoon, but still ensure we had them back by the end of the day. That's key for us."

Another key priority is the vehicles' fridge units. "If the fridges break down, that's a major problem for us," explains Robert. "Lex Autolease do all they can to ensure any fridge problems are resolved on the same day."

The vehicles continue to prove a success, with contracts being extended from three to five years as result. For Anthony, the benefit of having Lex Autolease take care of the Business Lunch to You fleet is that the fleet service provider "sees the value in getting it right first time".

TESTIMONIALS

"Lex Autolease sees the value of getting it right first time. The invoicing process is seamless and the response to operational issues is exactly what you want."

**ANTHONY WHITEHOUSE, LOGISTICS MANAGER,
MARKS & SPENCER**

"M&S has a strict process in place in order to qualify to be a supplier. The attention to detail continued throughout the supply process, with full snagging lists compiled to improve the performance of the vehicles based on the user experience."

**ANDREW CONWAY, BUSINESS DEVELOPEMNT
MANAGER, LEX AUTOLEASE**

OUTCOMES

- Vehicles that meet unique customer specifications.
- Consolidation of services with one provider to reduce administration.
- Reliability of new vehicles means no unplanned loss of working days.
- On-going user experience reviews for continual improvements.

For further information, please contact your Customer Relationship Manager or

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