



tips to implement an effective global fleet program.

If your fleet operates in multiple countries, consider rolling out a consolidated global fleet program to reduce the total cost of ownership (TCO). A global fleet program can help you streamline processes, leverage purchasing power, reduce administration costs, implement standard procedures and identify global metrics for reporting purposes.

LeasePlan's fleet experts recommend these five tips to help you implement an effective global fleet program.

1

Identify stakeholders and their goals.

As you roll out a global fleet program, consider your internal stakeholders and their fleet goals. This will make sure you have strong sponsorship within your global organization right from the start. From senior management to local country contacts, each will have different viewpoints on the focus of the program and how it should roll out. For example, senior management may be concerned with global TCO while local country contacts are focused on the best vehicle for job, with cost considerations being secondary.

By identifying your stakeholders and their goals early in the process, you can work to get everyone on the same page and avoid delays down the road.

2

Determine a communication plan.

Once you have your goals defined, you'll need to create a clear communication plan. Whether you elect to move forward on your own, or work with a global fleet partner like LeasePlan, make sure you have a clear communication plan from the top down.

This may mean crafting different messages for high-level stakeholders, regional fleet managers and everyday drivers. Carefully consider the topics you need to cover, the expectations you have and a place where questions can be submitted.

3

Identify your global versus local policies.

Every country is unique. So while it is important to have some universal practices, it's also critical to work with key differences. Laws, cultures and experiences can vary greatly, so make sure your fleet policy is flexible enough to allow for those variances. As you build your global fleet policy, start from the ground up in each country. Identify global practices versus unique country needs, such as a car allowance for different employee pay levels.

A true global fleet program is customized regionally to meet the end users' needs without compromising on the core central program.

4

Set expectations and identify key dates.

Now that you have a well-crafted policy, you need to get it in motion. Work with your stakeholders to identify local needs that might impact your implementation date. Once you have that information, develop a launch plan, which allows adjustment time after each phase to address any hiccups.

Additionally, make sure you give yourself plenty of time. As you review the implementation schedule be sure to account for local contracts, international fleet agreements and country holidays, just to name a few considerations.

5

Identify global metrics.

Now that you've implemented your global fleet program, you want to track your success. Make sure you have a plan in place to measure key metrics, such as purchasing costs, fuel usage and remarketing results.

Working with a fleet partner makes reporting like this easier. Consider engaging a global fleet management company that can provide detailed insights into each country's data. Using your consolidated data, you can tweak your program and make it the best global fleet solution for your company.



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Considering a global fleet program? LeasePlan can help. Call an expert today at 800.951.9024. Or visit us online at www.us.leaseplan.com/global