

Success story

Philip Morris cuts costs & optimises fleet processes

With LeasePlan's guidance, Philip Morris Poland optimised their fleet processes by changing from ASO to a new service supplier, resulting in costs savings and a higher availability of service points for drivers.

Client profile

Leading international tobacco company with 780 vehicles in Poland.

The challenge

Cost containment, drivers spend too much time on car-related issues, limited number of ASO workshops providing door-to-door service for C segment vehicles (salesmen), insufficient number of service workshops.

The objective

Find a solution for Philip Morris Poland to optimise the fleet management services, leading to a reduction in fleet costs and in driver involvement in car maintenance.

LeasePlan's process

In order to optimise their fleet management services and costs, Philip Morris Poland collaborated with LeasePlan. As part of the process:

- LeasePlan offered Philip Morris Poland to change the service provider from ASO to InterCars. The change was aimed at increasing the number of workshops, widening the availability of door-to-door service and providing a customized service path for drivers
- Prior to taking a decision, Philip Morris Poland checked the locations of the new workshops and carried out a pilot test with two selected workshops in Warsaw and Kraków. The test covered: quality, meeting deadlines and cooperation with the workshop managers
- In parallel, talks were held with InterCars about the development of an individual service path for Philip Morris drivers, including the D2D service

Results

Optimisation of costs and hassle-free services for drivers.

- Achieved 10% savings on maintenance costs
- Increased the number of service workshops that the Philip Morris drivers have access to, from 78 to 340 workshops
- Door-to-door service is now available in 49 voivodship cities
- Decreased the guaranteed time for acceptance of a car at the service workshop to 3 working days compared to 5 days with ASO

A satisfied client

Philip Morris Poland was able to optimise the fleet processes carried out by LeasePlan by changing the service supplier. This resulted in savings for the client and in the increased availability of service points and door-to-door service across Poland, making life easier for the drivers.