



# Personalised service is at the core of all our leasing solutions

**S**ometimes it requires a crisis for suppliers to reveal their true colours. Here, at Alphabet, we didn't blink when coronavirus brought the UK to a standstill. As a business mobility specialist, we continued our best-in-class programme of proactive reviews to guide customers through fleet and travel solutions during the pandemic.

By immersing ourselves in our customers' businesses to identify and understand first-hand the challenges they face, we have been able to create a seamless, personalised fleet management solution for each customer.

"We are proud that our commitment to a customer-first approach has once again seen us acknowledged as a Fleet News Reader Recommended leasing company," said Gavin Davies, Alphabet General Manager, Customer Account Management.

Alphabet's work with CityFibre, the UK's third national digital infrastructure platform, is a prime example of this approach.

CityFibre needed a safe and cost-effective solution for its in-field staff to travel around the cities where they are based.

Following consultancy with us, the firm opted for a pool fleet that would maximise utilisation rates and avoid vehicles standing idle. We supplied CityFibre's new MINI Coopers and Ford Transits on a fully outsourced contract hire basis, including maintenance, accident management and even external cleaning.

The vehicles include our AlphaCity technology which enables employees to book the cars and vans online, then access them via keyless entry.

## Unique storage solutions

We've provided urgent assistance for key workers and essential businesses, such as Medequip Assistive Technology, which needed a fleet of vans with unique storage solutions to support its work providing community healthcare equipment. The 48 new Renault vans needed to be easy to clean internally and include adjustable, divided cargo.

Alphabet worked with Medequip and its conversion partner Modul System to design this bespoke solution, creating 360-degree images and videos of the vans so the



"During lockdown, we have been busy developing Alphabet Motion, a new online platform that enables customers to effortlessly browse, request quotes and order vehicles online"

process could proceed without delay despite the difficulties of lockdown.

Peter Gaunt, Fleet Manager at Medequip, said: "Working with Alphabet as a partner has been perfect for our requirements, providing us with strong guidance and support throughout the entire process. The team understood our specific requests, steering us towards the right make and model of vehicle that would be the best fit for our needs and accommodate the equipment our workers are transporting. The speed at which this was executed also helped us to keep costs in check before new regulation came into force at the end of this year."

Throughout the pandemic, we have kept our collective finger on the pulse of employee attitudes to mobility so we can advise customers accordingly. Our report, Fleet Streets: Accelerating changes to

travel and transport in the UK, revealed how coronavirus has irreversibly transformed travel habits. Our findings included the fact that 37% of workers would reconsider having a company car rather than a cash benefit, to avoid using buses and trains. We also discovered a fast-growing appetite for plug-in cars, with nearly a quarter (24%) of consumers saying their next car choice would be pure electric or plug-in hybrid.

For cash-benefit employees looking for a new car, we have developed Alphabet Motion, a new online platform that enables personal contract hire customers to generate quotes and order vehicles.

## Institute of Customer Service

This constant investment in new products and services goes hand-in-hand with our decision to join the Institute of Customer Service (ICS), an independent body that works with businesses and the public sector to position the UK as a world leader in service.

As an ICS member, we gain access to new research, insights, conferences, and networking opportunities focused on the delivery of excellent customer service. Membership also underlines our commitment to do everything we can to help rebuild a strong economy, adapt to the mounting challenges of Covid-19 and to uphold service standards across fleet.