



Understanding customers is the foundation of fleet management

The best partnerships are those that can stand the test of time. As business mobility specialists, we understand that switching to electric fleets is a process, unique to every individual organisation. This is why we dedicate ourselves to creating bespoke solutions for our customers and supporting them every step of the way.

We have been the sole fleet supplier for B. Braun, one of the world's leading providers and manufacturers of healthcare solutions since 2010. By introducing AlphaRent services and encouraging adoption of AlphaCity (our corporate carsharing solution) we have already helped B. Braun revolutionise its business operations. Our online platform Alphabet Connect has additionally enabled simple quoting and ordering for drivers and fleet managers, as well as providing B. Braun access to vehicle data in one place. With this existing experience, we were perfectly positioned to consult on how electric vehicles could streamline their operations.

How we did it

B. Braun wanted to take advantage of Benefit-In-Kind (BIK) tax rates and embrace a Whole Life Cost (WLC) model for its company car fleet. This meant stepping away from its reliance on solely diesel cars and moving to electrification. This is where we could help, via a tailored transition plan that suited their unique needs.

Commitment to employees is important. So we set up virtual 'Driver Clinics' to understand the needs of their workers, and to engage them in the Alphabet support services available. An internal survey revealed an interest in going electric, so we developed a set of FAQs to reassure employees at every step of the process. Involving them from the start of the journey created anticipation ahead of the PHEV launch, which ultimately resulted in 97% of drivers making the shift to an electrified vehicle.



Claire Richardson, Fleet Manager & Procurement Support, B. Braun said:

"It's been invaluable to provide our drivers with PHEV options, so they can not only embrace cost savings and get the vehicles they want, but also support our wider business objectives. This is something we couldn't have implemented on our own and is why we continue to work so closely in partnership with Alphabet, which forms an extension of the B. Braun team and has done for over ten years. Alphabet have been the EV experts we needed to continually transform and develop both our business and fleet strategy."

From strength to strength

From 2019 to 2021, B. Braun's driver satisfaction scores increased by 10%, despite the increased pressure wrought by the pandemic. Thanks to our monthly forums which we used to ascertain the support required by B. Braun during the national lockdowns, we were able to ensure fleet managers and drivers felt fully supported the whole way through, and communications always ran smoothly.

A plan for the future

At Alphabet, we immerse ourselves in our customer's industry and business to ensure we always offer a bespoke service, tailored to their needs. As demand for electric continues to grow, B. Braun can expand its fleet choice list further to include pure electric vehicles (EVs) and offer employees support as requirements change.

We are looking forward to incorporating pure EVs into its fleet choice list, to continue to future proof and evolve B. Braun's fleet strategy.



Some things are clearer from a different perspective

So if you're wondering how to get on the road to zero and introduce more EVs into your fleet, why not book your AlphaElectric consultation today?

As the experts in electric, we can help you with everything from policy changing and fleet analysis, to vehicle ordering and finance. We can even help you sort your charging infrastructure. So get in touch today and **make your road to zero stress free.**