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OGILVIE LEADS LEASING INDUSTRY WITH TOP AWARD FOR PRE-EMINENCE IN SERVING CUSTOMERS FIVE YEARS IN SUCCESSION

Ogilvie Fleet's pre-eminence in serving its customers has been recognised for an unprecedented fifth year in succession with a top industry award.

The fast-growing company, which is headquartered in Stirling and has offices in Belfast, Birmingham and Sheffield, has claimed a unique quintet of Experteye awards, making it the most successful winner of the company's annual awards to date.

Ogilvie Fleet, which operates a fleet approaching 12,000 company cars and vans, was recognised for its customer innovation, with a special accolade at the 2015 awards in Mayfair, London, underlining its pedigree as consistently the UK's number one contract hire and leasing company for client service since 2010 when it joined the Experteye programme.

The latest award builds on Ogilvie Fleet's unprecedented quartet of customer service awards won in the last four years thus further underlining the company's leadership of the UK contract hire and leasing industry in putting clients first.

The award was presented to Ogilvie Fleet sales and marketing director Nick Hardy by Rick Yarrow, Experteye's managing director, in recognition of its innovative approach to the measurement and deployment of customer satisfaction initiatives.

Ogilvie Fleet is one of many contract hire and fleet management companies to use the feedback from Experteye's Fleeteye CSI survey for ongoing service initiatives and one of its most recent initiatives saw implementation of the Touchpoint driver feedback programme.

The award for customer innovation is in response to the very high level of engagement of Ogilvie's customers in the survey, the significant number of service advancements made as a result of client feedback and the excellent customer satisfaction levels achieved.

"It gives me great pleasure to present yet another award to Ogilvie," said Mr Yarrow, "as the company has demonstrated a real commitment to implement initiatives in line with customer feedback, proving that they genuinely listen to their clients' opinions and needs."

"The Fleeteye CSI remains the benchmark survey in the fleet sector for measuring service levels from major contract hire and leasing providers. Companies that subscribe enjoy flexible back-end reporting and the ability to tailor the question sets so that they are meaningful. Fleet managers who complete the survey also benefit from accessing industry benchmarking data giving them vital statistics on how well they are being served compared to other fleet operators."

Mr Hardy said: "To compete, to grow, to make a profit that allows us to reward investors and then also invest in our own future, we have to be different....be better. The way we do that is through great staff and a complete and total commitment to providing the best customer service and solutions.

"We listen to our customers, agree processes and procedures that are deliverable and then strive to achieve or exceed clients' expectations every time across the entire business.

Gordon Stephen, managing director, Ogilvie Fleet, added: "Ogilvie Fleet's industry-leading reputation for looking after its customers is the basis for how we continue to expand our client portfolio and continue to be hugely successful in a tough market. Our fifth consecutive Experteye award is testimony to the fact that no UK-based contract hire and leasing company does it better than Ogilvie Fleet."

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