

OGILVIE FLEET PROMISES CUSTOMERS IMPROVED DAILY RENTAL SOLUTION WITH LAUNCH OF NEW SERVICE

An improved daily rental service including more competitive rates is being offered by Ogilvie Fleet to customers.

The development follows the introduction of a new technology-based platform through which the award-winning leading independent contract hire and leasing provider can manage short-term vehicle requirements on behalf of clients.

Additionally, fleet customers now have the ability to make their daily rental vehicle reservations online as well as via email or telephone.

The development is the result of the implementation of Nexus Vehicle Rental's innovative Intelligent Rental Information Software (IRIS) platform, which integrates with Ogilvie Fleet's industry-leading online fleet manager portal MiFleet Showroom, which was launched last year.

Nexus Vehicle Rental is the UK's leading provider of vehicle rental supply, outsourced rental management and systems. The IRIS platform offers customers 24/7 access to a secure, web-based system to manage the full rental process, provide total cost control and deliver real time, tailored reporting.

As well as Ogilvie Fleet customers being able to continue to hire vehicles through the company's existing suppliers, they will have the ability to leverage the critical mass of daily rental partnerships and thus cars and commercial vehicles that Nexus Vehicle Rental has built up.

Consequently Ogilvie Fleet clients will benefit from: increased rental coverage across Britain and Northern Ireland, access to a greater range of rental vehicle suppliers, a wider breadth of vehicles thus ensuring the option for like-for-like replacement in addition to the potential for cost savings.

Ogilvie Fleet sales and marketing director Nick Hardy said: "We are using Nexus' software systems to expand our rental proposition to customers through access to an enlarged supply chain and thus a wider range of vehicles from the standard to the specialist.

"More competitive rates and a faster booking service, including online if required, ensures that we offer a more efficient daily rental service than we could previously."

Operations director Jim Hannah added: "The new partnership with Nexus has given us the ability to manage our own daily rental supply chain through their platform and added an additional supply chain for the benefit of customers.

"As we deliver all rented cars to clients the ability to leverage a broader range of suppliers will mean hire locations are closer to customers' delivery locations."

He added: "The launch of IRIS is only the start of this venture as we can utilise it in many ways further enabling both our operation and customer needs to become more effective and efficient with continuous improvements. I am excited that we now have the right tool in place to take our daily rental business to another level with the differences noticeable to all involved in the coming weeks and months.

“I am confident that over the coming months we will see an uplift in daily rental demand as a result of the IT developments and improved service.”

Nexus Vehicle Rental managing director John Ellis said: “Our service provision is built on our in-depth knowledge and experience in the rental industry and listening to the needs of our clients. For both end users and intermediaries, Nexus delivers value enhancing services underpinned by our industry expertise and systems capabilities.”

The partnership with Nexus Vehicle Rental further underlines the move by Ogilvie Fleet, which has more than 11,000 vehicles on its books, to utilise online technology to deliver solutions and improved operating efficiency to customers.

Customers can continue to contact Ogilvie Fleet by telephone, but the company is increasingly embracing technology to deliver its award-winning service to customers.

MiFleet Showroom securely delivers critical live fleet operational data in real-time to the desktops of fleet chiefs giving users a complete overview of operating and tax costs alongside a raft of informative features.

Earlier this year, Ogilvie Fleet won the Best Customer Service Award at the annual awards hosted by industry publication *Fleet News* and was voted by fleet decision-makers the UK's top vehicle leasing and fleet management company for service in 2011 and thus secured the 2012 Fleeteye CSI award from Experteye.

Ends