

ALPHABET



A smarter way to manage your fleet

Save time and cut costs with Alphabet



Fleet Management

Outsource the day-to-day management of your business fleet with Alphabet, and you'll enjoy more time, energy, and resources to put into running your actual business. Plus, you'll receive our award-winning customer service, unique expertise, and your own personal Fleet Executive.

You'll enjoy full access to our experienced teams – they'll take care of everything from vehicle quotes and orders, to MI reporting, fleet utilisation, and day-to-day tasks like MOT reminders and driving licence checks – freeing you up to focus on more strategic business matters.

Your Alphabet Fleet Executive will be your single point of contact, working to build a strong relationship with you directly.

By listening to your business needs, they'll develop a complete understanding of your fleet and how best to service it.

They can then operate proactively – making changes to your current fleet set-up to deliver the best possible management service.



Unrivalled communication for better results

Meet your dedicated team



Fleet Executive

Your Fleet Executive is responsible for managing the day-to-day tasks that support your fleet.

Each Fleet Executive is supported by an experienced and knowledgeable team, dedicated to building and nurturing good relations with your drivers.

Drivers can contact the team during office hours Monday to Friday, and speak directly to someone familiar with their responsibilities. Outside of these hours or in case of emergencies, drivers can access our specialist out-of-hours team.



Account Manager

Your Account Manager is responsible for the commercial aspects of your relationship with Alphabet – so they'll support you with advice and guidance on your fleet strategy, policy, and cost-saving initiatives, as well as keeping you up to date on the latest industry news.



Service Manager

Your Service Manager will deliver your evolving service strategy and share industry best practices with you. They'll review service trends, look at feedback from your customers, and recommend enhancements to help drive continuous service improvement.

**On average,
our customers stay
with us for 7 years**

**4 customers have
now been with us
for more than
15 years**

**8 of our current
customers have
been with us for
over 10 years**

Outsourcing with Alphabet Customer-centric solutions

By choosing to outsource with Alphabet, you can confidently hand over all driver-related tasks to us. Under the guidance of your personal Fleet Executive, our team will manage anything concerning:



Vehicle quotes and orders

We'll assist your drivers with BIK tax, cash allowances, and car policy requirements, as well as checking for manufacturer updates and stock vehicle availability.



MI reporting

This includes regular dashboard creation, order progression, and live fleet updates, plus P46 and P11d reporting.



Fleet utilisation

We'll integrate HR notifications for new starters and leavers – so you can reallocate your pool and storage vehicles accordingly. This maximises vehicle use and ensures your fleet is managed in a cost-efficient way.



Single dedicated contact

You'll have a single point of contact who will get to understand your fleet and business needs, providing you with a personalised management approach.



Enhanced duty of care

We'll assist with day-to-day administrative tasks such as MOT reminders and driving licence checks, as well as helping with any emergencies via our breakdown and accident management support.

Case Study McDonald's UK



The objective

To relieve our client, McDonald's Purchasing Consultant, Karolina Grzanka, of as much of the operational process as possible, by empowering cost centres in McDonald's to make their own, well-informed fleet decisions.



What we did

Karolina's team at Alphabet began by sitting down with her to agree what was needed to move to a fully outsourced solution.

Out of this came our joint "Plan to Win" document, which set out and measured very specific fleet achievement targets, as well as initiatives to drive savings, cost avoidance, efficiencies, and sustainability.

The plan was successful – in April 2017, McDonald's closed their existing 'fleet email inbox', and since then, all communications have come directly to Alphabet to manage.



The results

We now function as the McDonald's UK fleet operation.

We manage more than 50 different departmental cost centres for McDonald's, and our monthly statements and management dashboards provide real-time fleet cost visibility across the entire business.

Every month we hold a Driver Support Clinic, and whenever a McDonald's company car driver needs anything – our Customer Outsource team is their first port of call.

And twice yearly we meet the McDonald's Car Committee to update the team on what's been achieved and agree on the future fleet strategy.

We handle

- Payroll adjustments
- Salary deductions
- Trade-ups
- Parking fines
- Managed maintenance
- Pool cars
- Vehicle processes for new starters and leavers (reallocations)
- Accident management and uninsured loss recovery
- Breakdowns
- Rental services
- Contract hire
- Fuel cards



Take the next step

Want to know more about how outsourcing with Alphabet could benefit you, your organisation, and your drivers?

Call us on **0370 50 50 100**
or visit **alphabet@alphabet.co.uk**

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