

CASE STUDY

Commercial vehicle contract hire and fleet management company - Seven Asset Management are based in Suffolk and operate a UK wide fleet of more than 2,000 commercial vehicles ranging in size from light commercial vehicles to 44-tonne HGVs and including specialist tanker, crane and refrigerated vehicles and trailers incorporating various ancillary equipment. The main objective for implementing Key2 was to ensure their fleet remains efficient and compliant.

- Customer Since: 2012
- Key Personnel: Steve Cole (Deputy Managing Director/



Steve Cole, deputy managing director of Seven Asset Management, said: "A robust system is required to deliver solid outputs and we use Key2's maintenance reports extensively to record every component on a vehicle that is replaced."

Key2 is a vital tool in enabling the business to deliver added value service to customers through the generation of data which contributes to critical decision-making, in the day-to-day management and production of monthly KPI reports.

Mr Cole said: "Visibility of information is essential in terms of our customer care operators and for us analysing information and compiling reports. We treat each vehicle as an individual profit and loss asset so recording every aspect of cost against each vehicle is vital. Vehicle maintenance costs are the single biggest risk area for the company so it is important to be predictive."

“

"Knowledge and understanding of SMR costs is one of the fundamental factors in commercial vehicle contract hire. The data captured enables us to measure vehicle downtime effectively and drive through improvements."

Key2 enables Seven Asset Management to create a detailed audit trail that measures response and repair times and ensures a van or truck is back on the road as quickly as possible.

Mr Cole said: "Vehicle downtime is a key measurement and the data we capture means no surprises or shocks, which is customer-critical as they can then measure value for money.

Steve Cole - Deputy Managing Director