



Results+

Achieving 90+% Fleet Compliance Through Targeted Communication

A Scalable Solution to Improve Compliance

Offering a diverse portfolio of tobacco products that cater to adult consumer preferences while upholding corporate responsibility and sustainability, this company operates in a challenging and highly regulated industry. With a fleet to support their entire sales force, the client faced dual challenges of ensuring compliance and streamlining driver communications, especially during a period of rapid expansion. In 2021, their fleet increased by 30%, along with changes to their sales team. The company needed a scalable solution to onboard new drivers efficiently while maintaining compliance in key areas such as network utilization, recall completion, preventive maintenance, and mileage reporting. The company recognized the need for a robust communication strategy to keep drivers informed and compliant with fleet requirements.

A Targeted Communication Strategy Featuring the Wheels Mobile App

The company implemented a structured communication strategy centered around the Wheels Mobile Assistant app. The app, deployed to all company-provided phones, allowed drivers to easily

manage key fleet tasks, such as mileage reporting and maintenance tracking. The communication strategy involved multi-level messaging, beginning with management and cascading down to drivers through emails, webcasts, and targeted outreach. A well-defined “communications protocol” ensured that all updates, program enhancements, and compliance reminders were clear, concise, and included detailed instructions for using the app.

Achieving Unparalleled Compliance and Driver Engagement

Through its strategic communication approach, they consistently achieve 90+% compliance across key fleet management areas. The Wheels Mobile Assistant app maintained a driver utilization rate of 92% with mileage reporting at 97% and maintenance compliance at 95%. Thanks to the targeted messaging and clear communication protocol. This client’s success in fostering driver compliance has become a best practice within the fleet management space, particularly in industries with fast-paced, high-regulation environments.

PROJECT SERVICES: Mobile app adoption

FLEET SIZE: 980

VEHICLE TYPE: Mostly SUVs

INDUSTRY: Production and sale of tobacco products

Savings/Improvements:

99.1%

Registration compliance

97.3%

compliance for mileage reporting