



Results+

Boosting Driver Benefits with Fleet Reimbursement

Transitioning Drivers to a More Cost-Effective Fleet Program

This global leader in alcoholic beverages has a mission is to celebrate life, every day, everywhere, with an outstanding collection of brands across spirits and beer. They focus on creating memorable experiences and fostering sustainability through initiatives like renewable energy and responsible drinking campaigns. As a global leader in beverage distribution, they needed a creative solution for drivers who no longer met the threshold for receiving a leased vehicle post-COVID. With changing driving patterns and the burden of a flat-rate reimbursement program, the company wanted a more efficient and financially sustainable solution that would benefit both the company and its drivers.

Implementing the FAVR Program for Standardized Fleet Management

Wheels partnered with the organization to introduce the FAVR (Fixed and Variable Rate) program,

which helped standardize the company's vehicle policy and offers a cost-effective alternative to the previous flat-rate reimbursement. Drivers were guided to use a mid-sized luxury vehicle, and Wheels provided the tools to monitor mileage and vehicle compliance through the Wheels mobile app. The non-taxable benefit in the FAVR program ensured that drivers received more money while reducing administrative efforts.

Reduced Costs, Improved Driver Satisfaction, and Streamlined Administration

Since launching the program, their average monthly payments to drivers dropped to 9%, while maintaining higher take-home pay for drivers. This transition reduced the company's overall costs, and mobile app adoption has streamlined administrative processes. With plans to expand the program company-wide, this client is set to double participation by the year's end, ensuring long-term success.

PROJECT SERVICES: Reimbursement

FLEET SIZE: 321

VEHICLE TYPE: Volvo XC60 & Volvo XC40

INDUSTRY: Beverage Distribution

Savings/Improvements:

9%

reduction in monthly driver payments while take-home pay increased

84.1%

rise in mobile app adoption