



Results+

Cutting Costs and Boosting Satisfaction with New Mobility Program

A Complete Reevaluation of Fleet Strategy

As a leading fast-food chain, this client faced challenges in managing the costs and complexity of its fleet. With an aging fleet and growing expenses related to vehicle maintenance and fuel cost, the organization sought a solution that would streamline expenses while maintaining employee satisfaction and mobility. The company's Fleet and Health & Safety Sr. Manager recognized the opportunity to optimize fleet costs and provide employees with greater flexibility in mobility. However, the challenge was to implement a solution that would align with corporate financial goals and fit the company's culture. The client's leadership was on board with making a change, but the solution needed to meet their financial targets without compromising employee satisfaction.

Developing a Customized Reimbursement Program for Greater Flexibility

Wheels partnered closely with the client to develop a customized mobility solution known as the "Choice Program". By analyzing their fleet data including cap

costs, miles driven, and fixed/ variable costs, Wheels recommended a reimbursement-based model. This tiered enrollment program, which combined elements of fleet leasing and reimbursement, allowed their employees to select the most appropriate mobility option for their needs. Launched in June 2024, the program helped create a more predictable budget for their fleet team and mitigated financial risks associated with total cost of fleet vehicle ownership.

Significant Financial Savings and High Employee Satisfaction

The company experienced notable financial benefits from the new reimbursement program. Cost reduction is achieved through a combination of direct program savings and cost avoidance. Employee feedback has been overwhelmingly positive, with greater satisfaction reported among participants. Wheels' customized solution has not only optimized the client's fleet costs, but also strengthened the company's employee mobility offerings, setting a new standard for fleet management in the quick-service restaurant industry.

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- PROJECT SERVICES:** Reimbursement
 - FLEET SIZE:** 230
 - VEHICLE TYPE:** SUVs, Vans
 - INDUSTRY:** Restaurants

Savings/Improvements:

Reduced costs
and mitigated financial risks of vehicle ownership.

100%
employee satisfaction with flexible mobility solutions.