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OGILVIE LAUNCHES INDUSTRY-LEADING ONLINE 'SHOWROOM' TO GIVE FLEET CHIEFS FINGER-TIP CONTROL OF VEHICLES AND DRIVERS

Fast-expanding Ogilvie Fleet has launched a brand new and sophisticated industry-leading online fleet manager portal that securely delivers critical live fleet operational data in real-time to the desktops of fleet chiefs.

Called MiFleet Showroom, the completely online facility has been launched to customers six months after Ogilvie Fleet unveiled its new fleet decision-maker and driver website designed to give users a complete overview of operating and tax costs alongside a raft of new informative features.

The unveiling of MiFleet Showroom follows real world testing with 50 clients and represents the culmination of over 12 months development work and a six-figure investment in online technology by Ogilvie Fleet.

The password protected, MiFleet Showroom section of the website - www.ogilvie-fleet.co.uk - is a full-data system that enables fleet decision-makers to manage their vehicles across a number of key areas including: vehicle orders, invoicing, vehicle service and MoT dates, fleet vehicle renewal dates and employee driver licence checks.

A traffic light red, amber and green live summary for each category instantly flags up to fleet decision-makers key issues that need attention. For example, an overdue vehicle service, forthcoming MoT or a driver close to losing their licence. Thus, once logged in, a fleet manager can immediately see any matters of attention by simply looking for the red or amber traffic lights.

If the fleet manager then wishes to make contact with a driver of a vehicle, they can SMS text or email there and then with, say, a reminder about a service due, MoT overdue or recall that hasn't yet been carried out.

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One click drill-downs then show significant data relating to each vehicle on the fleet. Contract data, technical data, taxation data, vehicle specifications and extras fitted and the full notification history for the vehicle.

Likewise, one click on a driver's name and the system will provide all the information held against that driver, including their current vehicle, any orders pending, their driver licence details, endorsements and all the dates of any service or MoT notifications sent out to them, And again, for all orders in process, simply clicking the order number will show every bit of detail about the order including when the fleet manager can expect delivery.

An enhanced reporting facility is also built in to MiFleet Showroom. Fleet managers wanting to analyse data more closely can either run a number of standardised one-click reports from the reports area. If they prefer, personalised reports can also be created by selecting the data they want, rearranging or renaming it on screen and then exporting it as an excel file. Once a personal report has been created it can also be stored for easy retrieval next time they use MiFleet Showroom, saving the need to devise a new report each time they log on.

The system is incredibly intuitive to use and all of the headline data is available in less than three clicks of a mouse. In one all encompassing place, fleet managers now have quick and easy access to every single piece of data Ogilvie Fleet holds about their fleet and drivers and then swiftly can take action to remedy any issues that arise. They can even make direct contact with their personal Ogilvie area manager and account manager there and then.

Ogilvie Fleet sales and marketing director Nick Hardy said: "From the moment a vehicle joins the fleet to the day it is de-fleeted, every necessary action or touchpoint can be studied and investigated.

"We have made the process as simple and straight-forward as we possibly can by using traffic lights to flag up individual vehicle and driver issues. Fleet decision-makers need to be focused on the exceptionals to ensure fleet costs are kept under tight control and corporate health and safety best practice is being followed.

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"The traffic light system identifies fleet 'exceptions' at a glance and means that managers can take immediate action by, for example texting or emailing drivers to have their vehicle serviced or MoT'd."

He added: "Fleet management can be hugely time consuming, particularly if fleet managers are continuing to use excel spreadsheets. All data relating to every vehicle and driver is available at the click of a mouse without the need to drill down into many report layers.

"Fleet managers have the option of running standard reports from MiFleet Showroom or bespoking them to meet their own requirements. MiFleet Showroom functionality is designed to make the life of the fleet decision-maker easier so that administration is not a burden.

"I absolutely believe that our innovation with MiFleet Showroom puts clear blue sky between Ogilvie Fleet and our competition and that it will become yet another reason why fleets switch over to us. Our growth in the past two years has been astounding and comes from not only the great people that make the Ogilvie team, but also the vision and investment we have in our systems and online facilities."

The technology has been developed in partnership with leading fleet management software house Jaama and digital design company IDAC Media.

Mr Hardy said: "We will continue to work with our development partners and our customers to add functionality to MiFleet Showroom so that it meets the ongoing needs and expectations of users. The exciting times continue at Ogilvie Fleet."

Editor's notes

Ogilvie Fleet provide contract hire, leasing and fleet management solutions for UK and European companies operating vehicle fleets ranging from five to 2,000+ units.

The fleet today totals more than 10,000 vehicles, making the company one of the largest independent contract hire and leasing specialists in the fleet sector.

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Ogilvie Fleet's reputation is built on an ability to deliver bespoke solutions and a consistently high quality of service, linked with competitive pricing and a 'real world' ability to work in partnership with clients. In essence, the organisation delivers the perfect combination of small company service ethos and large company buying power.

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