



Empowering Extraordinary Performance

LISTENING AT MULTIPLE TOUCHPOINTS LEADS TO
OPERATIONAL IMPROVEMENTS AND A 38 PERCENT
INCREASE IN NPS FOR ELEMENT FLEET MANAGEMENT

With more than three million vehicles under its management across the world, Element Fleet Management ensures company fleets—ranging from 100 to 18,000 vehicles—continually operate at peak efficiency. Through commercial leasing and a range of operational services, Element serves healthcare, media, communications, entertainment, oil and gas, and business services clients. In the past five years, it has identified more than \$1.9 billion in savings for its customers.



Listening in Overdrive

In the past, Element Fleet used an off-the-shelf, do-it-yourself survey tool to review calls with contact center agents. The response volume was low, and since data was manually scrubbed, it could not deliver real-time feedback for effective coaching. Element Fleet partnered with InMoment to create an automated listening program to deliver instantly actionable results. Element's newly created Customer Experience department was tasked with increasing brand loyalty and driving a positive customer experience.

The new department listened. And listened. And listened. It launched post-contact phone and email transactional surveys with real-time alerting. It formed both a Consumer Advisory

Board and Technology Advisory Board. It scheduled customer visits and formal reviews, and initiated regular contact from customer success teams. It launched an annual relationship survey, efficiently closed the loop on customer concerns, dispersed monthly coaching reports, tracked satisfaction metrics, shared customer-specific performance across departments, and completed win/loss interviews with clients.

The recurring theme identified by InMoment: communication. Element used insights to improve initial client interaction and information, streamline the driver communication process, create a consistent format for client-facing documents, and eliminate any unnecessary communication.

BY THE NUMBERS

PARTNER SINCE 2012



INCREASE IN NPS

38%

DECREASE IN REPEAT
& UNNECESSARY CONTACT

30%

DECREASE IN TIME
TO CLOSE THE LOOP

30%

VEHICLES MANAGED
WORLDWIDE

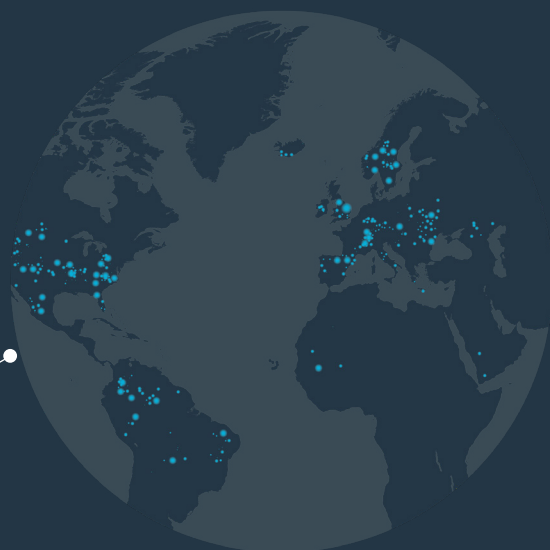
3 Million

COUNTRIES

50

INCREASE IN NUMBER OF CONTACT
CENTER CALLS REVIEWED

500%



The Good, The Bad, and The Ugly

The number of contact center calls reviewed increased 500 percent, so managers and agents have a larger amount of customer data to inform training and development. Each week, Element leadership compiles *The Good, The Bad, and The Ugly* report which contains customer verbatims and satisfaction scores. Element then proudly displays the most impactful positive and negative comments on televisions throughout the office. Since feedback is immediate, specific, and in the customer's own words, it motivates and empowers agents to confidently correct undesirable behaviors and continue positive ones.

As a result, Element's Net Promoter Score increased 38 percent since partnering with InMoment. Repeat and unnecessary contact is down 30 percent year-over-year, and the amount of time it takes to resolve issues is also down more than 30 percent.

"Scores and surveys from drivers continue to be high and good," says Mark Smith, VP Customer Experience Leader at Element

Fleet. "We've successfully decreased the amount of time it takes to resolve customer complaints. We've continued to improve our processes, and as a result, are winning a lot of new business in the marketplace. What we're doing is being noticed by current and even potential customers. Word of mouth is spreading. We've got work to do, but we're getting things right."

"WE'VE CONTINUED TO IMPROVE OUR PROCESSES, AND AS A RESULT, ARE WINNING A LOT OF NEW BUSINESS IN THE MARKETPLACE."

Mark Smith, VP Customer Experience Leader, Element Fleet