

Great Lakes Sees Substantial Increase in Annual Savings

Client's Situational Analysis

In a competitive employee market, Great Lakes was challenged by the many problems that arise from managing its own fleet including:

- Imprecise reimbursement standards
- Validation of actual business miles driven was difficult
- Exposed to potential liability claims through insurance requirements
- Inconsistent use of personal vehicles created brand image challenges

Key Strategic Client Objectives

Great Lakes sought to address itself of vehicle management problems by utilizing a professionally managed company car policy that would:

- Limit long-term expenses related to vehicle management
- Increase employee retention and new recruitment
- Reduce company liability exposure
- Improve business image by utilizing branded, well maintained company vehicles

Plan Delivered To Achieve Desired Strategy

Great Lakes teamed up with Enterprise Fleet Management to create a customized plan that would address its specific needs.

- Within the first year, Great Lakes replaced nearly 80% of reimbursed drivers who averaged over 14,000 annual business miles to take advantage of:
 - Manufacturer available assistance money by implementing vehicle selection process.
- Increased business visibility via professionally branded company vehicles
- Implemented a fixed monthly vehicle budget including maintenance and insurance
- Targeted current and prospective employees with a clear communication and marketing program to enhance employee attraction and retention



Client Background

Location:	Jackson, MI
Industry:	Health Care
Services:	In home health care
Years In Service:	Since 1994
Fleet Size:	57 vehicles

Key Results

- Delivered \$45,000 in annual savings upon the implementation of the NURSECAR program
- Increased annual savings by 14% against targeted budget for vehicle management program
- Received an employee rating of 3.6 out of 4.0 for overall satisfaction in regards to the program implementation
- Rated ease of use of the universal maintenance and fuel cards as 3.7 out of 4.0



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Client Testimonial



Since becoming a client of Enterprise Fleet Management, we have leased 57 vehicles for our NURSECAR® program. This program was specifically designed to increase employee retention and recruitment, while helping us reduce our operating expenses, improve efficiencies, and maintain an attractive company vehicle benefit.

Your full maintenance program has allowed us to considerably streamline our daily operations. The maintenance program provides an abundance of local repair facility choices and the expertise of your ASE Certified technicians allows our drivers to focus on their business.

The fact that your staff is local is invaluable to us. It is reassuring to know that we can call our Account Manager, Mike Hulswitt, at any time and he is more than willing to assist us, whether it is over the phone or with a personal visit!

Sincerely,

William Deary
Chief Executive Officer
Great Lakes Home Health Services, Inc.

Additional Enterprise Fleet Management Benefits

A dedication to customer service unsurpassed in the vehicle management industry.

Local locations nationwide – hometown people, hometown service.

You will be able to leverage our scale – with more than 1M vehicles owned and managed by all the divisions of Enterprise.

You get the best value for your used vehicles – due to 800 Enterprise remarketing experts selling more than 650,000 vehicles per year.

Specialized in managing mid-sized fleets of vehicles.

Full suite of products and services – including a budgeted maintenance program and insurance.

Integrated transportation solutions provided via our short-term rental, truck and fleet management groups.

We help you save money and improve cash flow when you tap into our line of credit for your fleet vehicle needs.

