



ASDA

Vehicle Hire Overview
and Case Study



Customer Name:

ASDA

Zenith Customer Since:

2002

Customer Overview:

Asda can trace its routes back to group of Yorkshire farmers in the 1920s who formed Hindell's Dairies, which then became part of Associated Dairies and Farm Stores Ltd. In 1965 Associated Dairies merged with Asquiths, a chain of Yorkshire based supermarkets, to create Asda Stores Ltd - the name being a marriage of the two parties: Asquith and Dairies. Asda was bought by Wal-Mart in 1999.

Nowadays, the chain has over 500 stores throughout the UK. In 2011 Asda acquired nearly 150 Netto stores across the country and 6 DIY Focus stores.

Background

Zenith provides Vehicle Hire booking through its specialist in-house team. We have access to over 200,000 short term hire company cars and commercial vehicles from over 1,000 locations.

All of our Vehicle Hire team members are Zenith employees and unlike many leasing companies we do not have any temporary employees or implants. Our team is targeted on service delivery and not margin or volume driven incentives, meaning that our focus is on providing a high quality, cost effective service.

We provide Vehicle Hire as both a standalone solution and as part of our outsourced fleet management solutions.

Fleet Background:

Asda has a fleet of over 1,200 vehicles funded and managed by Zenith and also has a requirement for short term hire vehicles.

We provide:

- A 24/7 online booking facility, in addition to telephone and email booking facilities
- A question, challenge and validate process against your car and van hire policies
- Reservations that are made against pre-set criteria to ensure that employees are ordering vehicles within the permitted grades, specifications and in full compliance with your policy
- Reminders in our system for all bookings, which are generated and sent out 24 hours ahead of return due dates
- Line manager approval where required or alternatively bookings can be fully automated in compliance with your policy
- 24/7 access to Pulse, our multi award winning online fleet diagnostic tool which enables customers to view and interrogate all aspects of hire car usage and spend

Find out more about

ASDA please visit:
www.asda.com

Reducing Costs



Ways to reduce Vehicle Hire costs

As a highly service driven company, our focus is to provide cost effective solutions whilst maintaining quality of service. We are therefore constantly looking at ways to further reduce hire vehicle spend.

Vehicle Hire costs are reduced through maximising buying power, reducing unnecessary hire days and ancillary spend, whilst ensuring policies are strictly adhered to. Other associated costs such as fuel charges are reduced by providing proactive reminders to return the vehicle with the required fuel.

Working with ASDA to reduce their hire costs

Zenith provides Vehicle Hire services to Asda employees, in addition to vehicle funding and fleet management for its fleet of over 1,200 vehicles.

In September 2012 improvements were made to the vehicle hire booking and authorisation process in order to reduce hire costs.

Implementation

The following changes were implemented following a review of analysis of data and trends available through Pulse.

- 1** A stricter hire authorisation process
- 2** Increased use of pool cars and lead-in vehicles rather than utilising daily rental vehicles
- 3** Monitoring of re-fuelling costs and targeting repeat offenders



The Results



Comparing September 2011-May 2012 to the same period in the following 12 months (September 2012-May 2013) to take into account the impact of changes to the policy, Asda has seen the following reductions in costs associated with hire and hire days:

Ancillary hire costs	↓ 19%
Excess milage charges	↓ 72%
Re-fuelling Costs	↓ 33%
Reduction in vehicle hire days	↓ 15%
Reduction in total vehicle hire spend	↓ 9.5%



We have been working with Zenith to reduce our Vehicle Hire spend through tighter enforcement of our policy. Access to detailed data and analysis from Zenith's Pulse platform, along with their consultancy and advice, has enabled us to identify areas where cost can be reduced. We have then been able to implement procedures internally to drastically reduce ancillary spend, whilst also reducing hire days and rental costs.

We are delighted with the savings we have achieved in a short space of time.

Mike Hazlegrave
Reward Manager for ASDA



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