

An aerial photograph of a multi-lane highway with a single white car driving on it. The highway is surrounded by a dense forest with trees in various shades of green, yellow, and orange, suggesting an autumn setting. A large, semi-transparent orange graphic, resembling a stylized 'W' or a series of overlapping shapes, is overlaid on the image. The graphic is positioned diagonally, with its top-left corner near the top-left of the frame and its bottom-right corner near the bottom-right. The text 'LeasePlan' is located in the upper right quadrant of the image, within the orange graphic area.

LeasePlan

Customer First

Introducing our Customer First Principles

What's next?

Introducing Customer First

Launched at the start of this year, our Customer First programme focuses on making it easier to do business with LeasePlan. With 22 work stream packages, each with multiple initiatives, we are transforming our business to deliver customer experiences in a way that truly supports you and your business needs.

It starts with you

Our commitment to you is that we will listen closely to your feedback whenever you have something to tell us.

We'll set and monitor performance standards to deliver a great customer experience and make improvements to our services based on what matters most to you. We are already seeing the difference and we hope you've noticed it too.

Kind regards,



SARAH MELINEK
Customer Experience Director, LeasePlan UK

Five key principles

We expect all our employees to:

01. Be better every time, and make each customer contact their best
02. Remember that the reputation of the whole company is in their hands
03. Treat customers as they would expect to be treated
04. Be pro-active and think how they can make things easier for our customers
05. Always deliver what they promise

"...to deliver customer experiences in a way that truly supports you and your business needs."

Customer service

You said...

You want us to improve our customer service.

We did...

- We recruited two customer service and customer experience experts into senior leadership roles.
- All our customer service activity has been moved into one division with significant improvements in our customer service quality and speed of resolution.
- We have focused on making LeasePlan a great place to work as happy employees lead to happy customers.
- Specialist teams have been created to increase the focus, quality and expertise required for more complicated processes such as order management.
- We empowered teams with new reports and an increased level of data to actively monitor performance and enable them to have fact based conversations with you.
- Developed teams to focus on the consistency, accuracy and quality of the service delivered by introducing new quality standards.



Engagement in our Customer Service team has increased by 57 points and our staff retention rate is growing



Increased the level of enquiries and requests resolved within a day from 65% to 72%



Reduced the average time to answer your calls from 40 seconds to 15 seconds

Putting the Customer First

You said...

You want to be supported by people who put our customers first.

We did...

- We launched our Customer First programme based on customer feedback in the 2017 survey.
- We started recognising and rewarding employees who live and breathe our customer principles and deliver exceptional customer experiences.
- We run regular LeasePlan UK board level reviews of customer feedback and complaints, service quality performance and improvement plans.
- We completed in-depth customer journey mapping across all channels and points where customers interact with us. It has helped us identify the areas we need to prioritise to improve the customer experience.
- Introduced more opportunities to capture your feedback to help us improve.



Customer facing teams participate in regular feedback sessions on what our customers are saying and share ideas on how to improve the customer experience for you



We defined our Customer First culture through our five Customer principles (highlighted above)

Our customer principles

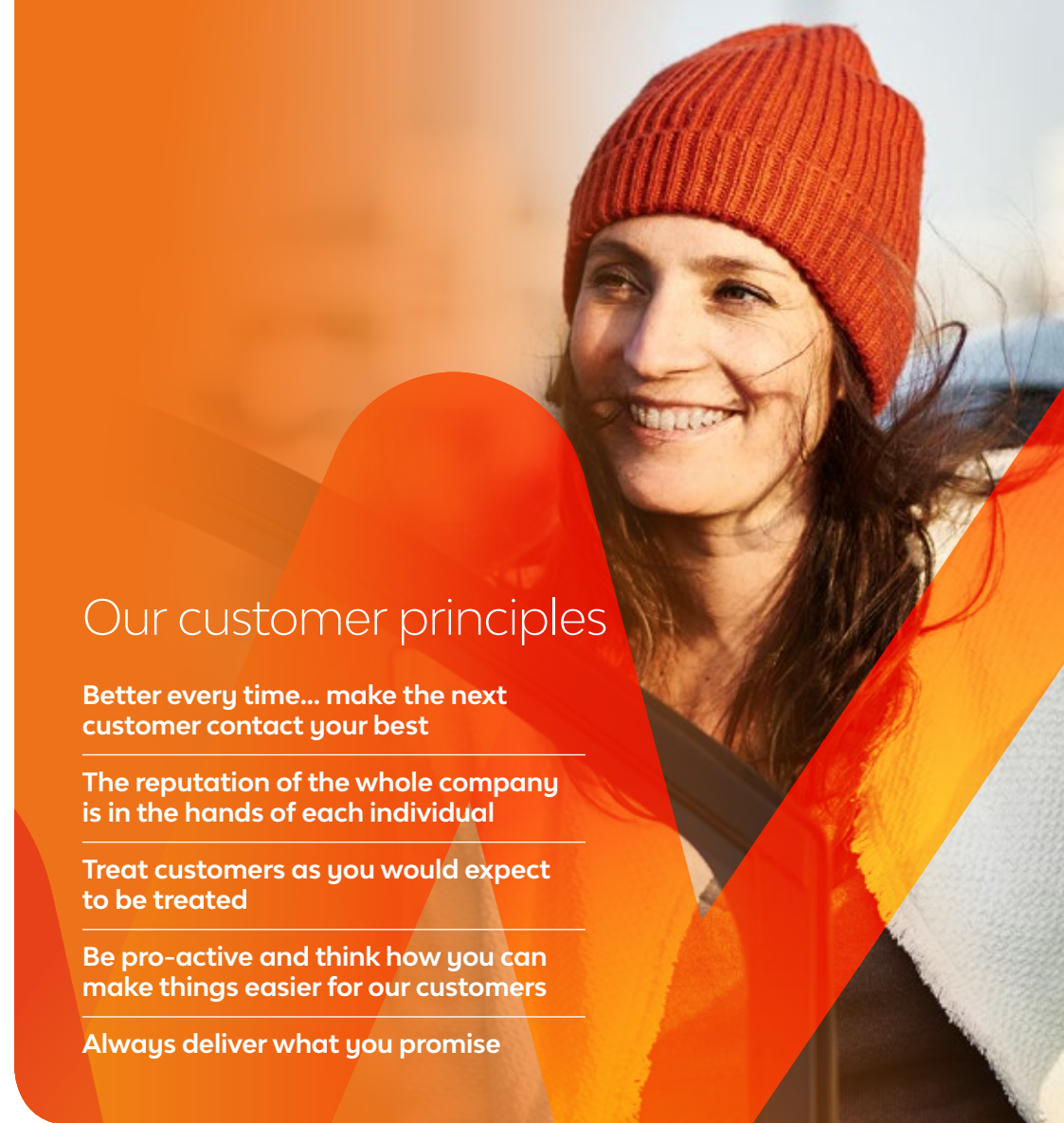
Better every time... make the next customer contact your best

The reputation of the whole company is in the hands of each individual

Treat customers as you would expect to be treated

Be pro-active and think how you can make things easier for our customers

Always deliver what you promise



Quoting, ordering, delivery

You said...

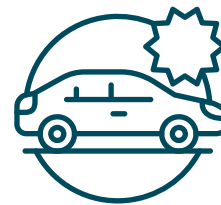
You want us to provide faster and more accurate support from quoting and ordering through to delivery of vehicles.

We did...

- A new dedicated order management team track every part of the order process from the minute you place the order until the vehicle is delivered.
- We have been running a pilot for a dedicated quoting team and will be looking to roll this out over the next few months.
- We have launched an order information page and improved customer FAQs on our website.
- We have completed a user experience review of our online Quoting and Ordering system with a selection of customers and will be implementing the improvements over the next few months.



We are processing orders faster than ever before



We pro-actively call drivers when there are WLTP emission or model year changes to talk them through their options

Life on the road

You said...

You want us to make it easier and quicker to get a tyre replaced.

We did...

- Automating the garage authorisation process and working with suppliers to ensure they hold the right stock means that 98% of tyres are now fitted on the first garage visit, and 73% of jobs are completed within an hour.
- More fitters now replace tyres at the customers' location which makes the whole process easier for drivers.
- We improved our website pages to provide clearer advice and make it easier to get help.
- We are changing our telephone options to ensure vehicles with flat tyres that require recovery are routed directly to our breakdown team.



98% of tyres are now fitted on the first garage visit; 73% within an hour

25% of our tyre changes are carried out by mobile units



Driver satisfaction with tyres increased from 7.9 in November 2017 to 8.2 out of 10 in August 2018

Life on the road

You said...

You want us to improve the experience for vehicle servicing and repairs.

We did...

- We changed the working pattern of our teams to speed up responses to garage authorisation requests and reduced the level of requests awaiting authorisation at the end of each day.
- We introduced a dedicated booking process for commercial vehicles to ensure we have the right expertise managing the bookings so vehicles are sent to the best location.
- We confirm what work has been completed when the vehicle is returned to the driver by sending them an email or leaving a summary sheet in the vehicle.
- We use tyre fitters to carry out MOTs, so any tyre failures found during an MOT can be quickly rectified to get your drivers back on the road faster.

You said...

You want us to reduce the amount of time a vehicle is off the road after an accident.

We did...

- We order parts we anticipate will be required when we are notified of an accident rather than waiting for the vehicle to be in the garage.
- We are working more pro-actively and have dedicated resources to follow up with garages, which has reduced the time a vehicle is off the road by two days.



Reduced the level of service and repair authorisation requests at the end of each day to virtually zero



We increased our network of mobile repair services and over 30% of accident damage is now repaired in one day

Life on the road

You said...

You want us to improve the vehicle collection experience when the contract ends.

We did...

- We're pro-actively communicating with drivers to manage expectations on how to prepare their vehicles for return.
- We make multiple attempts at different times of the day (by phone, email and SMS) to contact drivers to confirm their appointment time for vehicle collections.

You said...

You want us to collect and deliver rental vehicles at the agreed time and offer an online booking service.

We did...

- All rental bookings are now processed by a dedicated team to deliver a better service.
- We improved our airport delivery and collection processes and as a result driver satisfaction has grown from 8.3 in November 2017 to 9.0 out of 10 in August 2018.
- Our rental partners have introduced a weekly operational excellence meeting to review customer feedback and identify changes that will improve customer experience.



97% of vehicles at end of contract are now collected at the agreed time without changes



Satisfaction with our new online daily rental booking process was 9.1 out of 10 in August 2018

Value for money

You said...

Fleet costs are your number one concern. You want to know how your fleet budget can be spent more effectively and how we can help you find additional cost savings.

We did...

- Our value statements are now being sent twice a year to give you even more forensic detail on every element of spending with ideas for minimising costs.
- We launched new tools including the Vehicle Off Road calculator where customers can calculate the costs to their business of vehicle downtime.
- A number of our customers with medium or large fleets have taken advantage of our new Triple Guarantee product which provides additional guarantees for end of contract sale price, percentage of vehicles off road and quotation validity. You can find out more by speaking to your Account Manager.
- We've enhanced LeasePlan Flexible to help customers avoid early termination charges.



In the first half of 2018, we identified over £20 million in cost savings for our customers



New products and services designed to help you improve fleet efficiency

Fleet management advice

You said...

With changing legislation, taxation, and environmental concerns, running a fleet today demands extensive knowledge – and you want us to continue helping you stay informed and up-to-date about everything.

We did...

- We developed and launched our first annual Sustainable Fleet Benchmark outlining the significant contribution corporate fleets can make in the fight against climate change.
- Our events and webinars cover everything from sustainability to risk management, IFRS and WLTP.
- Our monthly newsletter has the latest news and insights from our team.
- Our 360 Formula gives you a total view of your fleet and helps reduce emissions with solutions including pro-active driver services, fleet management reporting, telematics and integrated safety applications.



As a founding partner of EV100 we aim to lead the way when it comes to electric vehicles and sustainability



Our insights.leaseplan.co.uk content platform is a useful resource for fleet management advice with over 500 articles, whitepapers and guides available

We don't just want to be the best fleet leasing and management company around – we want to be the best one for your business.

This means working together for the journey, so we can give you everything you need to succeed. In particular, you'll have our commitment to:

- **Customer First**, putting drivers and Fleet Managers first in all decisions.
- **Value for money and advice**, the service and support you need to run your fleet efficiently.
- **Digitisation**, with strong core systems and platforms.
- **Car-as-a-Service (CaaS)**, constant development of new products and innovations.
- **Sustainability**, to reduce the environmental impact of fleets.

If you have any questions or comments please get in touch with your LeasePlan Account manager - we're always happy to hear from you.

